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The Aspen Institute

A More Perfect Union

Achieving Hispanic Parity by the Year 2000

Our Vision,
Our Goal:
A Healthy Pluralistic Society
By the Year 2000

By the year 2000, Hispanics should achieve their full potential to contribute to and participate in the public, non-profit, business, and political sectors of the nation.

Hispanics will work with corporate America and other sectors of society to achieve equality of opportunity –

- *By exercising their growing political and economic power, and*

- *By organizing and enabling their local communities to contribute to the development of a healthy, prosperous country participating in a global community.*

A More Perfect Union

Achieving Hispanic Parity by the Year 2000

Researched and Prepared by
The Hispanic Policy Development Project
New York and Washington, D.C.

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A Report from the 1989 and 1990 Aspen Institute Conferences

Hispanic Americans and the Business Community

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Introduction

Over the past 10 years, Hispanic and non-Hispanic business and community leaders have been meeting under the auspices of The Aspen Institute to discuss issues, questions, challenges and opportunities that relate to the relationship between the business sector and the Hispanic communities in the United States.

In the early 1980s, the media proclaimed "The Decade of the Hispanic." The term caught on. High hopes were expressed all around: these would be the years in which U.S. Hispanic communities would achieve their full potential.

In 1987 the Aspen Seminar examined the status of Hispanic youth, ages zero to 24. The findings of that session, published in a 40-page report, *Closing the Gap for U.S. Hispanic Youth*, were troubling. They raised serious questions about how well Hispanics were progressing in what was to have been their decade. The Aspen participants were concerned. As a result, the 1989 and 1990 Seminars were devoted to in-depth analyses of how Hispanics had fared between 1980 and 1989 in the 13 major metropolitan areas that are home to two-thirds of all U.S. Hispanics.

This document summarizes those deliberations and the research on which they were based.

It examines the strategic importance of Hispanics in the 13 metropolitan areas. It examines the upside — their strengths and potential—as well as the downside — persistent problems of low education attainment and poverty.

It presents market-by-market analyses of just how Hispanics fared in relation to the majority population between 1980 and 1989.

It discusses the barriers — both internal and external to Hispanic communities — that may impede their economic assimilation.

And it suggests how local business and Hispanic leadership can cooperate to achieve Hispanic stability and economic health. This is a goal that is clearly to the benefit and advantage of all citizens of the communities in which Hispanics and non-Hispanics live and work, side by side.

Although Hispanics are among the nation's first settlers, large numbers are counted among the newest Americans still seeking to find their niches in the land of pluralism. Hispanic roots are deep, and Hispanic contributions have been significant. All too few, however, have participated in the economic success shared by the majority. Therefore the primary purpose of the 1989 and 1990 Aspen Seminars on Hispanics and the Business Community was to consider:

- *How Hispanic communities and individuals can help themselves achieve economic parity, and*

- *How Hispanic and non-Hispanic business leaders and policy makers can facilitate these efforts.*

The participants — business, community, and academic leaders — came together with a demonstrated interest in and concern for the health and progress of U.S. Hispanics. They took a hard, critical look at the status and potential of Hispanics within the context of the social and economic realities of the United States in the year 2000. With the advice, counsel and objective input of the non-Hispanic members of the group, the Hispanic participants made a serious self-assessment of their communities, asking themselves the following questions:

- *As we move into the 21st century, are significant numbers of U.S. Hispanics at risk of being left out or left behind? If so, why?*

- *What steps can and should Hispanic communities take in order to exert control over their own destinies?*

- *Are there barriers to Hispanic progress that we as Hispanics cannot affect?*

- *What must we do for ourselves?*

- *For what and where must we seek outside assistance?*

The year 2000 arrives in an era of change and upheaval. The nation is adjusting to modifications of its international roles, to major realignments of international powers, and to structural changes within its inter-

nal job markets. Employment opportunities are shifting geographically. The number of manufacturing jobs is declining, replaced by growth in a service sector that requires higher levels of literacy. The real income of many Americans has declined, the disparity between rich and poor is widening, and the ranks of the working poor are growing.

At the same time, across all segments of society, our nation is facing major realignments in family values and relationships. Divorce rates are spiraling upward, and the numbers of single-parent families and families with two working parents are increasing — even among Hispanics — thus increasing the numbers of unsupervised children vulnerable to drug abuse, alcoholism, and pregnancy.

Meanwhile, immigration and disparate rates of natural increase are affecting the racial and ethnic mix of the national population. Many inner-city neighborhoods are undergoing rapid ethnic and racial transformations. And drugs and AIDS — killers that respect no race or ethnic group, class or gender — are devastating our communities.

As society struggles to cope with these economic and social upheavals, tremendous pressure is placed on its institutions and its citizenry to keep up, to respond, and to restore equilibrium. How well particular groups or individuals fare, and how they progress in that process, depends to a large extent upon how successfully they adapt to change and begin to influence the form it takes.

Are Hispanics adapting?

Are they playing roles in shaping a future that conforms to their needs?

This paper represents our effort to answer those questions and to chart courses of action to assure that Hispanics themselves become part of the solution and participants in the creation of a more perfect union.

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1988
Overall Ranking:
The Severity of the Parity Gap

(1 = narrowest, 9 = widest gap)

Rank	City
1	San Diego
2	Miami
3	San Francisco
4	Los Angeles
5	Denver
6	Dallas
7	Houston
8	Chicago
9	New York
*	*McAllen*
*	*El Paso*
*	*Phoenix*
*	*San Antonio*

* *Comparable data not available.*

1980 - 1989
Cities Where the Greatest Progress Toward Parity Was Made

Rank	City
1	Miami
2	San Diego
3	Dallas
4	Chicago
5	New York
6	Los Angeles
	San Francisco
7	Houston
8	Denver
*	*McAllen*
*	*El Paso*
*	*Phoenix*
*	*San Antonio*

* *Comparable data not available.*

If Hispanic/Anglo gaps were closed in the 13 major markets analyzed in this document, nearly two-thirds of all the nation's Hispanics would have achieved parity with their Anglo peers.

An Executive Summary

"The growing gap between Hispanic and Anglo Americans must be closed."

The plight of U.S. Hispanics did not improve over the widely heralded "Decade of the Hispanic." In only two major metropolitan areas — Miami and San Diego— did the overall condition of Hispanics relative to the overall condition of non-Hispanic White (Anglo) residents improve or remain fairly stable. In other markets with major Hispanic populations, the Hispanic condition worsened and the gap between Hispanics and non-Hispanic Whites widened.

It is true that the "Decade of the Hispanic" was also a decade of growing national income disparity among all Americans. Therefore this report uses median statistics, and it focuses on the gap between Hispanics and Anglos. It answers a significant question: while the rich got richer and the poor got poorer, did Hispanics get poorer than Anglos? They did.

It is also true that in some of the regions in which Hispanics are concentrated, local economies declined between 1980 and 1990. For this reason, this report looks at how Hispanics fared within the local economies and communities in which they live. It answers this question:When things got bad for everybody in a local market, did they get even worse for Hispanics? They did.

"The theme of the future must be inclusion, not exclusion—inclusion not at the expense of any group, but to the benefit of all."

The growing gap between Hispanic and Anglo Americans must be closed. The competitive position of the nation is at stake. It cannot be sustained if a sharp division is maintained between stable leadership isolated in the suburbs, on the one hand, and poor workers and an underclass isolated in deteriorating inner cities. Extremes of wealth and poverty undermine our communities. They promote illiteracy, racism, crime, fear and alienation.

The theme of the future must be *inclusion*, not *exclusion*—inclusion not at the expense of any group, but to the benefit of all. And the magic of our system of governance is that it is always within our power to correct our own course.

This report is designed as a tool to help local communities plan for the future. It compares the socioeconomic status of Hispanics, on the one hand, with that of mainstream residents in nine major metropolitan areas in which Hispanics are a growing population at risk of exclusion. In addition, in five other major markets where comparable data are not available, the status of Hispanics in 1980 and 1988 are compared, to indicate whether their condition improved or worsened over the course of the decade. In both cases the indicators used are those that the Census Bureau regularly tracks in order to measure socioeconomic status. (For a glossary of indicators, see Appendix I.)

The strategic importance of Hispanics in the major markets cannot be ignored. Hispanics who live and work in them represent an aggregate $106 billion-dollar consumer market. Their children are now — or are rapidly becoming — the majority of the school-age populations in these markets. As majority workers age, the more youthful Hispanics — and, in some markets, the more youthful Hispanics and African Americans — will become the available workforce. And as their numbers increase, Hispanics will become an ever more significant bloc of voters.

Data show an increase in the Hispanic middle class. But 65 percent of all Hispanics continue to lack the skills required for stable employment that pays a reasonable wage, provides reasonable benefits, and offers reasonable opportunity for advancement. The skills of the majority of Hispanics and Blacks are drastically out of sync with the skills requirements of growing sectors of local labor markets.

As a consequence, many local businesses in the major Hispanic markets are looking for qualified workers while significant numbers of local Hispanics are falling into the ranks of the unemployed or the working poor. Many Hispanic males hold one or more part-time jobs that offer no benefits. At the same time, out of both desire and necessity, the number of Hispanic women joining the workforce is increasing, although there are scant childcare or eldercare resources to help them fulfill their family responsibilities.

This report targets local markets because, to a great extent, the condition of U.S. Hispanics in the year 2000 will depend upon how local Hispanic and non-Hispanic business, political, and community leaders mobilize today to close the Hispanic/Anglo gaps. Closing the gaps will not eliminate poverty or solve all the social problems that afflict U.S. citizens — Hispanic, Black, Asian, Anglo. But it will be a major step in the right direction.

If Hispanic/Anglo gaps were closed in the 13 major markets analyzed in this document, nearly two-thirds of all the nation's Hispanics would have achieved parity with their Anglo peers.

Hispanic/Anglo Parity — What Does It Require?

Step One — Achieving parity will require frequent and open communication between Hispanics and non-Hispanic Whites. A sincere willingness to put aside preconceptions and devote time to understanding each other's needs and aspirations is essential.

Hispanics are one of the groups least understood by other Americans — and vice versa. Layers of mutual misperception, misconception, stereotyping, and cultural conditioning have hindered the achievement of Hispanic parity.

The barriers that block Hispanic parity are numerous and complex. They interact and affect each other so deeply that clear-cut cause and effect have been obscured.

To Act Is Critical —

- Because Hispanic purchasing power in the year 2000 will be $477 billion.
- Because Hispanics are the fastest growing market segment for almost all consumer goods.
- Because Hispanics are concentrated in urban centers where major corporations are located.
- Because Hispanics soon will become the majority of entry-level workers in major metro areas.
- Because unmet education needs will lead to an unprepared work force and an increase in costs associated with dependency.
- Because Hispanics can play a central role in the creation of strong global markets.

- Some barriers are rooted in majority attitudes, behaviors, practices, and policies, and in media stereotypes.
- Some relate to regional, national, and global realities.
- Others arise from the limited education and skills many Hispanics have attained or from language barriers.
- Still others reflect Hispanic attitudes, behaviors, and expectations that may differ markedly from those of majority Americans.

This report suggests what the barriers — both internal and external to Hispanic communities — may be. It provides the basic facts for 13 major markets, and summarizes issues that the Aspen Seminar participants concluded were most relevant to the future health of the Hispanic communities.

But the report is no more than a tool to inspire local Hispanic and non-Hispanic leadership to work to achieve Hispanic parity. After Hispanic and non-Hispanic leaders have recognized their mutual dependency, they must take the next steps. Concern and goodwill must be translated into planning and action.

Step Two — Achieving parity will require serious examination and analyses of the barriers that divide Hispanics and non-Hispanic Whites in the communities in which they live and work side by side.

Step Three — Achieving parity will demand development of action strategies to promote Hispanic/Anglo parity by the year 2000.

Step Four — Progress toward parity must be tracked. Timetables and monitoring mechanisms must be established to evaluate the strategies and maintain momentum.

"Concern and goodwill must be translated into planning and action."

Parity — What Are the Issues? Who Can Address Them?

Every market is unique. Local alliances of business, education, political, community, and media leaders must forge strategic plans relative to their local realities and priorities.

However, a number of key issues emerged over and over again in the market presentations and deliberations of the 1989/90 Aspen Seminars. These issues—which affect Hispanics but certainly are not unique to them—are listed below.

While all parties to any plan must work in concert, major responsibility for promoting action or change around some issues may rest logically with particular players. Therefore, with the stroke of a very broad brush — and with the desire to be more descriptive than prescriptive — issues have been grouped below under either Business or Hispanic Communities.

Issues Business May Address Effectively:

- Improving the education system.
- Improving employment opportunity, training, and stability.

- Improving opportunities for advancement within corporations.
- Evaluating how employers' needs and workers' family responsibilities can be better balanced.
- Expanding the philanthropic role of business beyond dollars.
- Developing and promoting Hispanic leadership and board representation in mainstream public and private institutions.
- Supporting programs to expose youth to business, corporate, and life issues.
- Supporting entrepreneurial efforts and other initiatives that promote ownership and the acquisition of assets.
- Supporting intergroup relations initiatives to combat the re-emergence of racism and discrimination.
- Participating in the formulation of public policy in relation to the following issues: *Education reform; affordable housing; public transportation; affordable childcare and eldercare; affordable health care; and job training.*

"We can make the future different if we so choose."

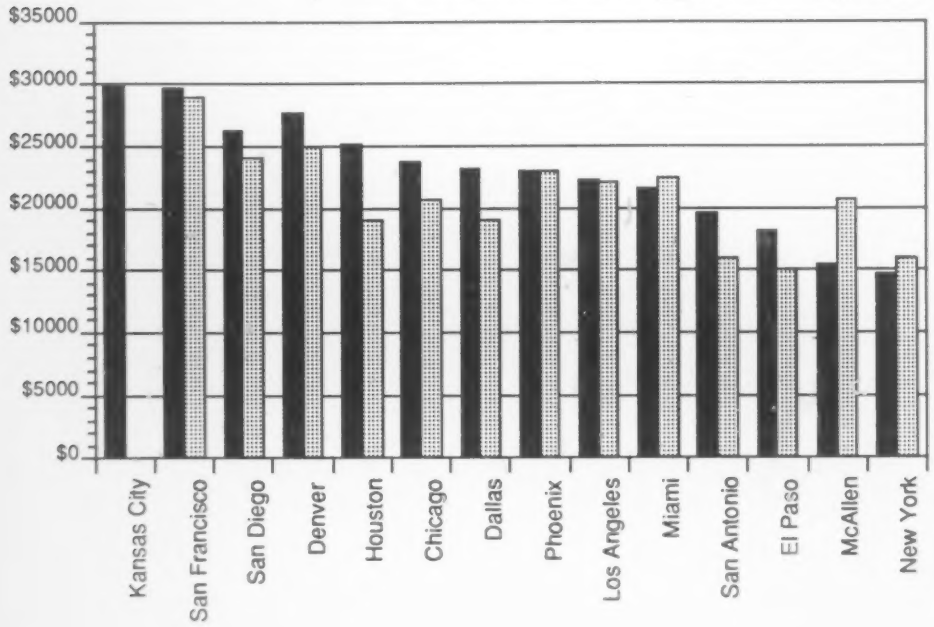
Issues Hispanic Communities May Address Effectively:

- Raising Hispanic education levels.
- Promoting parental involvement in schools.
- Encouraging youth to consider careers in non-traditional areas such as engineering, science, business, and high tech fields.
- Increasing Hispanic civic participation.
- Promoting naturalization.
- Re-evaluating the potential for Hispanic political representation and leadership.
- Encouraging and supporting interaction with the private sector.
- Building unity within and among Hispanic communities.
- Organizing the Hispanic middle class.
- Maintaining strong family values.
- Evaluating new North American common market opportunities to assure that Hispanics will benefit from them.
- Exercising the full potential of the communities' political and economic power.

How this nation adapts to its demographic changes, and to the impact of the changes that are sweeping both the internal and global economies, lies to a large extent in the hands of its cities. How local leaders balance conflicting short- and long-term needs, and how they set about educating the new workforce is at the heart of the health and economic survival of the United States.

We can make the future different if we so choose. We can take the steps required to create *a more perfect union.*

HISPANIC MEDIAN FAMILY INCOME FOR SELECTED METROPOLITAN AREAS, 1979 vs. 1987
(in 1987 constant dollars) 1979 1987



In real terms, Hispanics generally lost ground during the 1980s. Between 1979 and 1987, the real median family income of Hispanics fell in all but four of 13 metropolitan areas examined — New York, McAllen, Miami, and Phoenix. In Phoenix, income was unchanged. In New York and Miami, the real median income of Hispanics rose by 9 percent and 4 percent, respectively. (New York's base, however, was among the lowest recorded in 1979.) The biggest surge in real median family income was recorded among Hispanics in McAllen, Texas, where a partnership between the United States and Mexico is boosting the economy. With the exception of McAllen, the greatest declines occurred among Hispanics in Texas, a state whose economy was severely hit by the oil price shocks of the 1980s.

Section I:

THE STRATEGIC IMPORTANCE OF HISPANICS IN THE UNITED STATES

The Strategic Importance of Hispanics in the United States: The Upside/The Downside

The nation cannot afford to ignore the strategic importance that Hispanics will assume in the 21st century. As their numbers grow and their concentration increases, they will comprise an ever larger portion of the consumer market, they will become an ever more significant bloc of voters, and they will represent a crucial source of labor. Both public and private sectors are experiencing increasing need for skilled workers. Public and private employers have no choice; they need Hispanic, other minority, and immigrant workers.

Yet Hispanics continue to be a group that is poorly understood by other Americans — and vice versa. As influence increases and the needs of Hispanic communities receive greater consideration, it behooves Anglo and Hispanic leaders to make strong efforts to overcome the barriers of mutual misperception, misconception, stereotyping, cultural conditioning, and the lack of education and economic opportunity that have impeded Hispanic achievement of parity with mainstream citizens.

Misconceptions, Misperceptions, and Stereotypes

"Hispanics are taking over the country and changing the very nature of our society."

"Anglos think they are superior to us."

The Upside

- In 1989, there were 20.1 million Hispanics in the United States. Hispanics represented 8.2 percent of the total population. By comparison, in 1980 there were 14.5 million Hispanics in the United States, representing only 6.5 percent of the total population.
- Between 1980 and 1989 the Hispanic rate of growth was 39 percent. In contrast, the non-Hispanic population grew at a rate of 7.5 percent.
- It is estimated that the U.S. Hispanic population in the year 2000 will be 34.8 million.

The Hispanic growth rate can be attributed to three factors—youth, fertility, and immigration:

Youth: Young adults have babies, and the Hispanic population is much younger than the rest of the American population:

- In 1988, the Hispanic median age was 25; the median age for U.S. non-Hispanic Whites was 35.1. About 68 percent of Hispanics are under 35 years of age; 53.6 percent of the Anglo population is under 35.
- Because they are younger, Latinos will constitute a greater proportion of U.S. school children and young job-seekers—almost 16 percent by 2000.

Fertility: Hispanics also have more children:

- The Hispanic birth rate is 50 percent higher than the U.S. average.
- Over the past few years Hispanics have represented about 8 percent of the U.S. population, but 12 percent of all U.S. births.

Continuing immigration: Demographers tell us that immigration of Hispanics will continue at a level of about 250,000 net per year, creating considerable momentum for future growth.

Hispanic Concentration

Although the number of Hispanics in the United States is growing, their impact would be relatively light were those numbers spread evenly among the 50 states. In fact, Hispanics are highly concentrated—regionally and within markets.

- About 65 percent of all U.S. Hispanics reside in only 13 key markets: Los Angeles, New York, Miami, the San Francisco Bay Area, Chicago, Houston, San Antonio, El Paso, San Diego, Dallas, McAllen, Phoenix, and Denver.
- Because of their geographic concentration, Hispanics are, or rapidly are becoming, the predominant number or majority of the children and youth in these metropolitan areas.

The Consumer Market

From a marketing point of view, the geographic concentration of Hispanics is significant. Equally significant are the annual jumps in the Hispanic gross national income.

- In 1987, Hispanic gross national income rose to $140 billion before taxes—up from $59.9 billion in 1980.
- According to *Hispanic Business* magazine, Hispanic purchasing power (income after taxes) was expected to rise to about $159 billion in 1990, a figure that is equivalent to the 1987 GNP of Mexico. In 2000, it is estimated—based on a straight line growth rate of 11.6 percent — that Hispanic purchasing power will be $477 billion, equivalent to a quarter of the 1987 GNP of Japan.
- About 11 percent of all Hispanic households — more than 500,000 — had incomes

"Hispanics have too many kids."

"Anglos have no sense of family."

"These people just stream across the border and nobody tries to stop them."

"It's not easy to enter the United States. We wait years to reunite our families."

of $50,000 or more in 1987. A recent article in *Business Week* explains, "Some Hispanics are just beginning to enjoy affluence, and many recent immigrants are experiencing American consumer culture for the first time."

- Corporations view Hispanics as an emerging consumer market that is still relatively untapped. Advertisers are targeting the Hispanic market through both Spanish- and English-language television, radio, and print media, plus a myriad of special promotions and community events.
- Hispanics can also exert their influence as a Northern Hemispheric market. The June 11, 1990 announcement that Presidents Bush and Salinas de Gortari will seek a U.S.-Mexico-Canada free-trade agreement foretells the creation of a $6-trillion North American trade bloc. The output of such an economic bloc would exceed the $4.8-trillion output of the European Community, according to *Business Week's* June 25, 1990 issue.

According to *Business Week*, the fear that U.S. jobs may be lost to Mexico and others in a new North American common market is misplaced, because the loss is no greater than the number of jobs that otherwise would be lost to Asia. In addition, U.S. companies will profit from greater access to Mexican consumers.

Voting Power and Potential

The geographic concentration of Hispanics is crucial to the impact of their potential power in the voting booth.

- The number of Hispanics registered to vote, estimated to be between 4.5 million and 5 million, is actually modest compared to other major national groups and to its own population base. But because large numbers of Hispanics are concentrated in just a few states and several regional markets, they can sometimes swing elections in these states and metro areas.
- Hispanic voting power is amplified on the national level because Hispanics are concentrated in states that play central roles in the plans of any aspiring politician on the national level. Texas, California, Florida, New York, Illinois, and New Jersey—the states with the largest Hispanic populations — cast 173 of the 270 electoral votes that were needed to win the presidential election in 1988.
- The potential for a large increase in registered voters among Hispanics is impressive, despite the fact that only about 57 percent of eligible voting-age Hispanics were registered to vote in 1988, compared to about 71 percent of non-Hispanic Americans. (Some 36 percent of Hispanics of voting age are immigrants

ineligible to vote because they have not yet been granted citizenship.)

Among developments that suggest that more Hispanics will seek citizenship are these:

- Campaigns to encourage Hispanic legal residents to become citizens. The National Association of Latino Elected and Appointed Officials (NALEO) has conducted a vigorous campaign during the last few years.
- The legalization and naturalization, over the next few years, of some 2 million presently undocumented Hispanics, under the 1986 Immigration Reform and Control Act.

Two additional factors are increasing both Hispanic registration rates and Hispanic voting rates:

- The elimination in several states of the deliberate gerrymandering that has diluted the Hispanic vote.
- The increasing registration of young Hispanic women, whose participation rate in the electoral process now exceeds that of young Hispanic males.

"Hispanics are irresponsible. They don't care about government. They are like children."

"Our vote doesn't mean anything, so why register?"

Labor Force

There is little evidence to support the contention that Hispanics are taking jobs away from other Americans. In fact, corporate America is beginning to realize that as the median age of U.S. workers rises to 39 in the year 2000, the relatively young Hispanic population will constitute a growing proportion of its available employees.

Already Hispanics are filling labor vacuums in the United States:

- Hispanics are now the majority of entry-level workers in a number of smaller metropolitan areas in the Southwest. It is expected that they soon will become the majority of poten-

Changes in Congressional Delegations for Selected States with Large Hispanic Populations, 1980 - 1990

	Congressional Seats		
	At Present	After 1990 Reapportionment	Change
State			
California	45	51-52	+6-7
Texas	27	30-31	+3-4
New York	34	31	-3
Florida	19	22	+3
Illinois	22	20	-2
New Jersey	14	14	0
Arizona	5	6-7	+1-2
New Mexico	3	3	0
Colorado	6	6	0
Total	**175**	**183-186**	**+8-11**

Sources: U.S. Bureau of the Census, 1980 Census of Population, General Population Characteristics, Series PC80-1-B; 1990 reapportionment figures compiled from various sources.

"If they keep coming over the border, there won't be jobs for real Americans."

"Everybody has a job and makes lots of money in the USA."

tial entry-level workers in larger metros such as San Antonio and Los Angeles.
- Moreover, U.S. companies interested in benefiting from investments and expansion of operations into Mexico within a North American common market and other Latin American common markets will need the language competency and cultural sensitivity that many U.S. Hispanics embody. U.S. Hispanics could serve the needs of both business and government in a common hemispheric market if Spanish language literacy were encouraged.

This part of the picture is indeed optimistic. Hispanics need only take advantage of their bottom-line potentials in terms of growth and concentration and translate these into consumer and political power and remunerative participation in the labor market.

Some Hispanics have done just that. Hispanics have begun to move through the doors that began to open to them in almost all sectors of society as a result of the affirmative action programs instituted in the 1970s.

But now, 20 years later, we find that a significant group of Hispanics are still not achieving upward mobility. The momentum of change has not been maintained, and the number of those who are stalled on lower rungs of the economic ladder is increasing.

"Hispanics drop out of school to hang out or have babies."

"School is easier for Anglos."

Hispanic economic assimilation is fragile and uneven, and in some sectors parity with Anglos is becoming an ever more elusive goal. The downside picture gives cause for concern.

The Downside

Education

Hispanic educational attainment is the indicator that most dramatically illustrates the lack of parity between the Hispanic and Anglo populations. Being undereducated is undoubtedly the single biggest obstacle to the overall economic assimilation of Hispanics.

- In 1989, only 11 percent of Hispanics aged 25 to 34 had completed four or more years of college, compared to 26 percent of non-Hispanics.
- But more alarming, 40 percent of Hispanics aged 25 to 34 had not completed four years of high school, and another 25 percent had graduated without skills.

In human terms, these numbers mean that 65 percent of Hispanics in the 25-to-34 age group are meeting adult responsibilities with inadequate skills; only 10 percent of the non-Hispanic population functions without high school diplomas.

Twenty-five- to 34-year-olds are those most likely to have school-age children. Research has revealed that the parental level of education is the most powerful predictor of how well a child will

do in school. The children of 65 percent of this nation's Hispanics are likely to be trapped in the cycle of poverty unless they are enrolled in effective schools that recognize their needs and reach out to work with their families.

While the low education attainment figures of Hispanic youth reflect in part the large-scale immigration of Hispanics, many of whom arrive with little education, they also attest to the problems of Hispanics who are educated in U.S. schools.

The alarmingly low rates of graduation and achievement of both U.S.-born Hispanics and Hispanics who have lived in the United States since childhood are affected by a lack of role models — teachers and other professionals, corporate and business leaders, political leaders, and media personalities — and by the low educational levels of their parents, as well as their persistent poverty. Many youths leave school to work because their families need money.

But academic problems are exacerbated by Hispanic parents' unfamiliarity with the requirements and expectations of U.S. schools. School systems in Latin countries differ markedly from school systems in the United States with respect to learning styles, the role of parents as "home teachers," and the skills children are expected to have when they enter kindergarten or first grade. Because the Hispanic parents' tendency has been to distance themselves from the schools, they have remained unaware of how they can build on their solid base of traditional parenting practices in order to better prepare their children for U.S. schools. Schools, on the other hand, have not been sensitive to the background and concerns of Hispanic parents.

"Hispanics don't care about education."

"Anglo teachers don't like our kids."

Employment and Income

Education continues to be the critical factor affecting the employment and economic status of Hispanics. As well-paid jobs requiring only brawn and nimble fingers decrease in number, education plays an increasingly important role in opening employment doors that lead to eventual occupational success:

- Even though Hispanic men in fact are more likely to be in the labor force than are other U.S. men—80 percent compared to 74 percent—many tend to take poorly paid jobs with little chance of advancement. They have a strong work ethic, but they lack education and skills and often they have immediate need for income.
- Although Hispanic immigrants may suffer English language difficulties when they first arrive, Hispanic immigrants learn the English language as rapidly as any other immigrant group of the same socioeconomic status. Like other groups of newcomers, after they have been in the United States for 15 years nearly all use English on a daily basis, although many use

"You can't find trained, qualified Hispanics."

"Anglos will hire us in lousy jobs, but they won't promote us even when we are better than anybody else."

Tomorrow's Jobs Will Require More Education

Years of schooling needed to perform	Current Jobs	Future Jobs*
8 years or less	6.0%	4.0%
1-3 years of high school	12.0	10.0
4 years of high school	40.0	35.0
1-3 years of college	20.0	22.0
4 or more years of college	22.0	30.0
Median years of school required	12.8	13.5

*New jobs created between now and 2000.
Source: Hudson Institute

"Hispanics refuse to learn English."

"Anglos can't learn languages."

"They are unreliable. They take off work with no warning."

"Anglos are slaves to the clock and the calendar. They don't understand about family duties."

"Hispanics don't mind being poor; they're used to it."

"I work three part-time jobs. I'm still poor, and I get no benefits."

Spanish at home and encourage preservation of Spanish as a second language.

- In 1989, only 27 percent of Hispanic men were working in the managerial, sales, technical, and administrative categories, compared to 48 percent of non-Hispanic men.
- Hispanics, males and females, are disproportionately employed in semi-skilled and clerical occupations, and as operatives and service workers. Many industries still depend on a large semi-skilled work force, but the nature of the new technology requires higher levels of literacy than in the past. In many sectors, wages and benefits have gone in the opposite direction.

The most critical question with respect to Hispanic employment is whether Hispanics will be prepared adequately for the coming technological and structural changes in the economy.

Will Hispanics be able to take full advantage of the jobs and the technical positions becoming available to them? Many lack basic skills. Moreover, few Hispanics are enrolled in graduate and professional schools.

In 1989, Hispanics made up 7.4 percent of the U.S. civilian labor force. The Hispanic share is projected to grow as the number of working-age Hispanics continues to grow. But, according to a recent Hudson Institute analysis, if the current educational and occupational profile of Hispanics is maintained, they will hold only 5 percent of the jobs in the year 2000. This shortfall suggests greatly increased unemployment rates unless extensive steps are taken to reverse the trend.

Low status jobs and high unemployment rates translate directly into low incomes and high rates of poverty.

The Low Income and High Poverty Ratio

The gap between Hispanic and non-Hispanic income is widening.

The number of poor Hispanic families grew from 875,000 in 1982 to 1.1 million in 1988. Within what was touted as "The Decade of Hispanics," the number of poor Hispanic families increased by 30 percent while the number of poor Anglo families declined by 10.3 percent.

- The median family income of Hispanics was about 68 percent of the median family income of the general population.
- The 1970 and 1980 Census showed Hispanic income to be about 72 percent of the general population's income.
- Annual income levels within the Hispanic community itself reveal marked differences. Cuban median family income in 1988, at $26,858, was at the top of the Hispanic range, but still well behind the $33,142 level of non-Hispanics. At the

other end of the Hispanic range, Puerto Rican families had a median family income of only $18,932.

- Because Hispanic families are relatively large, these incomes must support more family members. In 1989, the average family size for non-Hispanics was 3.1, compared to 3.8 for all Hispanics and 4.1 for Mexican Americans.
- Moreover, Hispanic families are less likely than others to be headed by a married couple and more likely to be headed by a single parent, usually the mother. Nearly one-quarter, 23 percent, of Hispanic families are headed by a female, while 16 percent of non-Hispanic families are female-headed. Interestingly, about 7 percent of Hispanic families are headed by a single male—a rate higher than that of the comparable Black or White male.
- In 1988, almost one-quarter of all Hispanic families had incomes below the official poverty level, compared to about 9 percent for non-Hispanic families.

Poverty is never uplifting, and urban poverty is particularly demeaning. Hispanics, together with Asians, are the most urbanized of all major U.S. groups. As a result, poor Hispanics survive in overcrowded housing in deteriorating neighborhoods subject to crime and violence, drug and alcohol abuse, and AIDS and other diseases.

Yet, despite their poverty, the Hispanic use of safety-net programs is not as high as might be expected, perhaps because some are concentrated in states with relatively low benefits, perhaps because there is a reluctance, on the part of Hispanic U.S. citizens as well as legal and undocumented immigrants, to involve themselves with "government." Government has not always been their friend, either inside or outside the United States.

Clearly Hispanics have not recovered as well as the general population from the economic recession of 1980-81. But the widening of the income gap in the 1980s also reflects the larger proportion of young Hispanic adults who are just entering the job market. And the gap can be explained in part as the natural outcome of the lower wages that entry-level workers earn. Also, because large numbers of the immigrants who entered the country in the last 10 to 15 years are young, the gap reflects in general their adjustment period, low education levels, and relatively low incomes.

However, in each key market, we looked at the incomes of older Hispanic workers, many of whom are native-born. *Data reveal disparities between older Hispanic workers and older Anglo workers that cannot be explained by youth or recency of arrival.*

"Hispanics come to the U.S. to go on welfare."

"We help each other. I don't want the government to know my business."

"Hispanics are clannish."

"Anglos exclude us."

Section II:

PICTURES OF THIRTEEN MARKETS — 1980 AND 1990 —

Did Anything Happen During the "Decade of the Hispanic"

1988
Overall Ranking:
The Severity of the Parity Gap

(1 = narrowest, 9 = widest gap)

Rank	City
1	San Diego
2	Miami
3	San Francisco
4	Los Angeles
5	Denver
6	Dallas
7	Houston
8	Chicago
9	New York
*	*McAllen*
*	*El Paso*
*	*Phoenix*
*	*San Antonio*

* *Comparable data not available.*

1980 - 1989
Cities Where the Greatest Progress Toward Parity Was Made

Rank	City
1	Miami
2	San Diego
3	Dallas
4	Chicago
5	New York
6	Los Angeles
	San Francisco
7	Houston
8	Denver
*	*McAllen*
*	*El Paso*
*	*Phoenix*
*	*San Antonio*

* *Comparable data not available.*

Our Cities Are What We Are

If Hispanic/Anglo gaps were closed in the 13 markets profiled in this section, two-thirds of all the nation's Hispanics would have achieved parity with their Anglo peers.

Over 80 percent of all Americans and 92 percent of all Hispanics live in cities and their surrounding metropolitan areas.To a great extent, the nation defines itself, and outsiders perceive it, through cities. Apart from agriculture and the extraction of raw materials, the industry, service, and research that support our nation's economy are based largely in its metropolitan areas.

But many of our cities are in serious trouble, overwhelmed by change. Demographic change in some metros is significantly altering the ethnic and racial composition of the population; structural change in the economy is having a dramatic effect on business and labor. And a trend away from big government is forcing cities to address their own problems, develop their own solutions, and make the hard choices of where to allocate their scarce resources. Washington can—when it chooses—set the tone, create a climate, and provide limited dollars, but when push comes to shove, how this nation adapts to demographic changes, and to the changes that are sweeping both the international and global economies, lies in the hands of its cities.

How cities balance conflicting short- and long-term needs, how they move to include rather than exclude groups, and how they set about educating the new workforce is at the heart of the health and survival of the United States.

"The nation's future boils down to how local leadership chooses to adapt to change."

The competitive position of the nation is at stake. It cannot be sustained if a gap is maintained between a stable leadership isolated in the suburbs, on the one hand, and increasing numbers of poor citizens—Hispanics and others— isolated in deteriorating inner cities. The nation's future boils down to how local leadership chooses to adapt to change.

The pages which follow compare the socioeconomic status of Hispanics with that of mainstream residents in 13 metropolitan areas in which Hispanics are a growing population, at risk of exclusion. The data have not been compiled to accuse or blame or shame. Rather, they have been assembled to serve as a tool to help local leadership consider how and

where they must take action to redress imbalances and improve the overall health of their cities. The indicators used are those that the Census Bureau regularly tracks. These indicators may be affected by national and global influences, but all are subject to local action.

The future of Hispanics in the United States depends on the cooperation and commitment of Hispanic and non-Hispanic leaders in the metropolitan areas where they live and work.

The authors are grateful to the Chicago Urban League, whose work in 1984 provided a conceptual framework for examining parity gaps.

About the Numbers

Our goal in this document was to show how Hispanic socioeconomic status compared to that of non-Hispanic Whites *within* the context of the communities in which they lived and worked in 1980 and 1988. We wanted also to show the changes that occurred in the well-being of Hispanics and non-Hispanic Whites in each metro market from 1980 to the late 1980s.

Statistically speaking, that friendly word — *city* — has limited meaning. Data is collected for the Census on the basis of Census tracks, which are aggregated and published by County, Primary Metropolitan Statistical Area (PMSA), and Consolidated Metropolitan Statistical Area (CMSA). When planning this analysis we considered using the CMSA. This larger area, which may include several cities, often skews the picture in favor of the affluent. We chose to use the PMSA which we felt would offer the most balanced picture of Hispanic and Anglo economic status, except in the case of San Francisco, where the CMSA was used because so large a proportion of low-income Hispanics live outside the PMSA.

The sources of the 1980 data are the 1980 and 1981 combined sample results of annual March Current Population Surveys (CPS), conducted by the U.S. Census Bureau. These data are for Standard Metropolitan Statistical Areas (SMSAs).

The 1988 data are derived from the combined sample results of three years—CPS 1987, 1988, and 1989. These data are for Primary Metropolitan Statistical Areas (PMSAs), which are comparable to the SMSAs used by the Census until the mid 1980s. Unfortunately, the non-Hispanic White samples in the El Paso and McAllen metro areas were not sufficiently large for our purposes. As a consequence, Hispanic/Anglo comparisons could not be made in these markets. Nor can Hispanic/Anglo comparisons be made for Phoenix and San Antonio because 1980/81 comparable Census data are not available. The Kansas City Hispanic population is too small for the CPS sample. In these five markets Hispanics in 1980 have been compared to Hispanics in 1988, using published U.S. Census data.

Two major rankings of the metropolitan areas are included in this report. The first rates the metro areas on the basis of how closely Hispanics have achieved overall parity with Anglos. The second rates the metro areas on the basis of how the overall Hispanic/Anglo parity gap narrowed or widened between 1980 and 1988. In addition, at the end of this section, readers will find metro ratings on the individual indicators.

The indicators used are those that the Census tracks to measure socioeconomic well-being. Definitions of indicators are included in a glossary in the appendix. All dollars have been adjusted to 1987 dollars.

Some of our readers may feel that other samples should have been used, or that the numbers are too low or too high. Reasonable questions can be posed regarding undercounts, overcounts, and the nature and strengths of different Census samples. How close the 1988 numbers we derived will correlate to the 1990 Census will not be known until the 1990 Census data are available in 1992 and 1993. Meanwhile, we feel confident that our methodology is sound, and that *the trends* it indicates are an accurate reflection of what happened over The Decade of the Hispanic.

It is our hope that local and regional policy centers will improve this work with 1990 Census data, will perform more detailed analyses, and will continue to track progress toward parity in the areas they serve.

The programing and computer work on the Current Population files was conducted by Decision Demographics, an arm of the Population Reference Bureau in Washington, D.C.

Data on Hispanic elected officials for each metropolitan area were provided by the National Association of Latino Elected and Appointed Officials (NALEO).

Chicago

A projected 1,475,646 Hispanics will live in the Greater Chicago area by the year 2000, when Hispanics will constitute well over 10 percent of the total population of 8,848,108.

The first Hispanics to arrive in Chicago in the early 1900s were Mexicans and Mexican Americans, lured by the employment opportunities in the surrounding agricultural belts and in railroad construction. For the most part, they settled in South Chicago where they established their own ethnic boundaries. The population grew significantly during World War II, when Chicago became a major industrial center, and Mexican Americans migrated from the Southwest and the Northwest, where employment opportunities were scarce and where living standards fell below those of Chicago. In this period many Hispanics, probably for the first time, became members of labor unions in which their voices were heard equally with those of other workers.

After World War II, two other Hispanic groups arrived: Puerto Ricans, who settled on the Westside, Cubans and Latin Americans, who settled on the Northside.

Chicago has a group of middle-income Hispanics dating back to the early 1900s, and as Hispanic prosperity has increased, many of the more affluent have moved into other parts of the city. Most low-income Hispanics in Chicago are immigrants and migrants who arrived in the area in recent years only to discover that the depressed economy of the region offered few jobs. They have tended to cluster in the historical inner-city barrios.

Hispanic Community Organization

The diversity of Chicago's Hispanics has contributed to the richness and vibrance of the culture, but diversity, along with the physical separation imposed by the location of the old Hispanic nationality neighborhoods, has kept the groups apart in the inner city. As a consequence, many of the organizations that service the community are directed to specific nationality groups. In recent years, a new, more politically sophisticated leadership has begun to break down barriers between nationality groups. In fact, growing Hispanic neighborhoods such as Logan Square, which represents a healthy mix of all nationality groups as well as income levels, attests to the development of stronger intergroup ties. Such mixing is also evident among Hispanic professionals and business owners. This coalescing will build the poltitical and economic muscle required to address the many social problems that plague the Chicago Hispanic community.

Hispanic Political Participation and Representation

Hispanics in Chicago are sensing their political power as a swing vote, and they are beginning to exert it. They are credited with influencing the outcomes of recent mayoral races.

At present there are ten Hispanic elected government officials—one state senator, two state representatives, two county officials, four Council members and one judge.

Business Interest in Hispanic Affairs

Corporate Chicago, since the mid-'80s, has begun to recognize both the consumer and political clout of the Hispanic community. This has been manifested through increased private and public foundation grants, support for public education—especially concerning minority issues—and entrepreneurial growth. Illinois ranks 6th in Hispanic-owned businesses nationwide.

But corporate Chicago needs a greater knowledge of Hispanic goals and achievements, as well as a closer relationship with various Hispanic leaders.

Trends

Chicago demonstrates one of the most dramatic increases in the family income gap, as well as a $3,000 drop in real median Hispanic family income. The family income loss correlates to declines in the weekly earnings of both younger and older Hispanic workers.

The income gap is reflected in the rate of Hispanic poverty and a widening of the gap between the percentage of Anglos in poverty and the percentage of Hispanics in poverty.

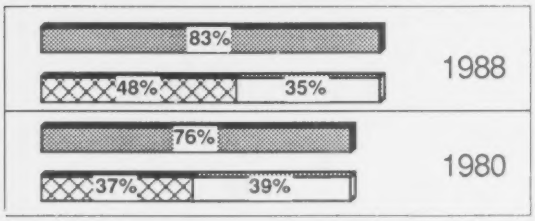
However, as the employment picture improved for both Anglos and Hispanics over the decade, that gap narrowed. It appears that jobs are paying less, that more Hispanics are working at low wages, and that a significant number of young entry-level workers are entering the job market. But the continuing education gap indicates limited upward mobility for a considerable number of these workers.

The gap between White and Hispanic homeownership has narrowed and the percentage of Hispanic homeowners has increased, suggesting that the educated Hispanic middle class is holding its own in Chicago.

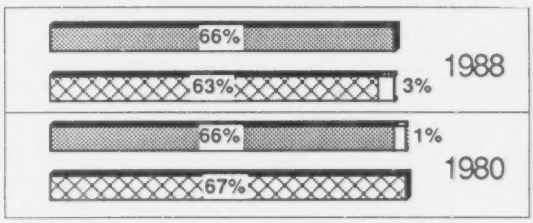
Gaps in Hispanic/Anglo Parity—Chicago

White Non Hispanic
Hispanic Gap

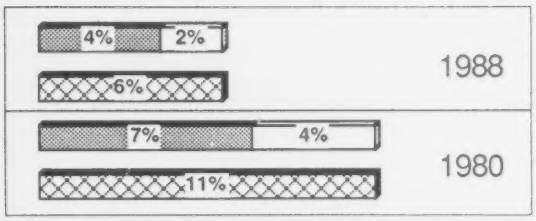
Persons 25 Years and Over with High School Education or More



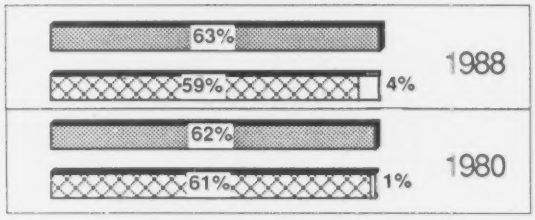
Labor Force Participation



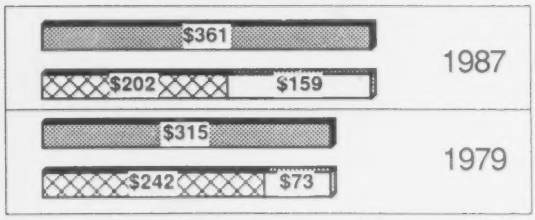
Unemployment Rate



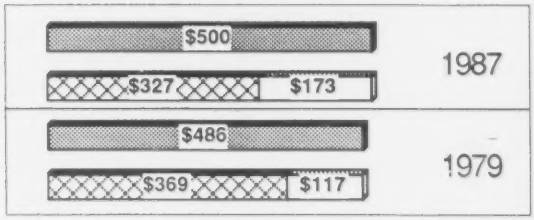
Employment-Population Ratio



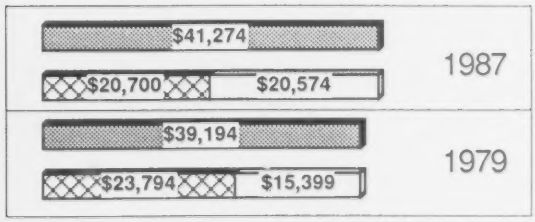
Median Weekly Income* 16 - 34 Year Olds



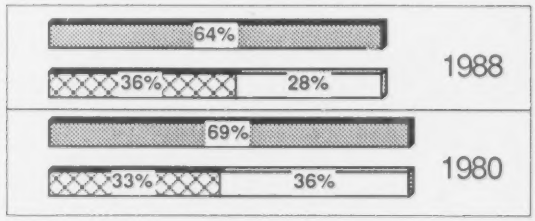
Median Weekly Income* 35 - 65 Year Olds



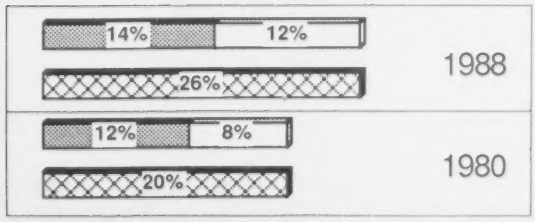
Median Family Income*



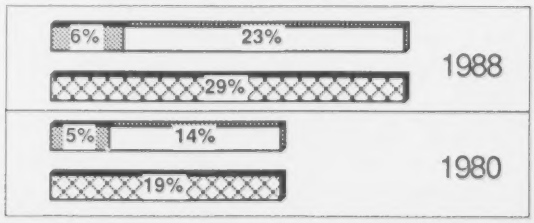
Homeowners



Female Headed Households



Persons Below Poverty Level



* Calculated in constant 1987 dollars

Dallas

Modern Dallas, much like early Dallas, is a magnet for people from all walks of life. Dallas was established far from the Mexican border and from all other Texas settlements; few early settlers were of Hispanic ancestry. In the early days Dallas was a railway point for the cattle and cotton industries.

The number of Hispanics in the Dallas region steadily increased as the cotton industry began to require more field labor, and jobs in the stockyards and slaughter houses increased. Social and employment discrimination against Hispanics was overt, however, well into this century.

In the 1900s, Dallas boomed as a banking, real estate, insurance, and transportation center. Hispanic immigration increased to help build the expressways, skyscrapers, and residential suburbs for the growing population. When the recession halted construction, many Hispanics stayed to work in the service sector, which thereafter weakened as well.

Today, the Dallas/Ft. Worth metroplex has a diversified economic base. It is estimated, conservatively, that by the year 2000, Hispanics will number 1,165,111 of the total population of 6,546,926 in the Dallas/Fort Worth area.

While the city is slowly recovering from recession, the high levels of education and training required for the white-collar jobs are not easily acquired by the vast majority of the area's Hispanics. Consequently, the gaps between haves and have-nots have widened, a reality that requires attention.

Hispanic Community Organization

Although informal organization began in the 1960s, when 12 leaders, the "Dirty Dozen," began to meet regularly, the Hispanic community in Dallas began to think about structured institutions only in the 1980s. Hispanic organizations are emerging rapidly, but most are in the early stages of development and have not yet achieved their potential strength. Examples of groups that have made important contributions include The Greater Dallas Community Relations Organization, the Mayor's Hispanic Task Force, and the Dallas Hispanic Chamber of Commerce. The latter has excelled in its efforts on behalf of Hispanic businessmen and women.

Hispanic Political Participation and Representation

Hispanics in Dallas have not developed a strong political base. The community is represented by only one district court judge and one school board member.

Business Interest in Hispanic Affairs

The lack of either strong community or political organization among Hispanics has fostered the impression in the Dallas business community that "there is no problem." Furthermore the overall problem of the Texas recession has commanded its attention. But the historical neglect of the Hispanic population is being challenged as the long-range impact of demographic realities—the size and skills levels of Hispanics—are becoming more evident to both the city's business leaders and its Hispanic leaders.

Trends

Dallas exhibits one of the greatest increases in Hispanic/Anglo income gaps, and the bad situation that existed in 1980 had worsened by the end of the decade. Older Hispanic workers lost more in relation to Anglo workers than did younger Hispanic workers.

The severity of the income gap is reflected in a sharp rise in poverty and in a surge in unemployment rates which actually reversed the 1980 relative positions of Latinos and Anglos. Decreases in labor force participation and in the employment/population ratio left Latinos and Anglos even.

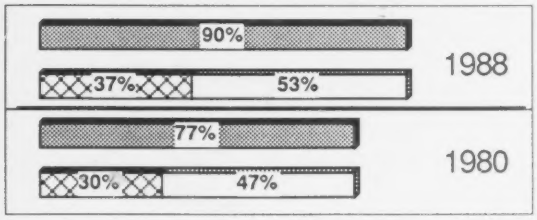
Like Los Angeles, Dallas experienced a dramatic rise in population over the decade, but — in a recession — the Dallas economy did not absorb new residents as easily. Dallas has significant numbers of discouraged and unemployed workers, and the 53-percent disparity in the education levels of Hispanics and Anglos indicates that many Hispanics will experience difficulty in adapting to the recovering white-collar economy. Progress to parity will be stalled in Dallas as long as the problem of education goes unaddressed.

The decrease in the percentage of female headed households may reflect the in-migration of large numbers of intact families.

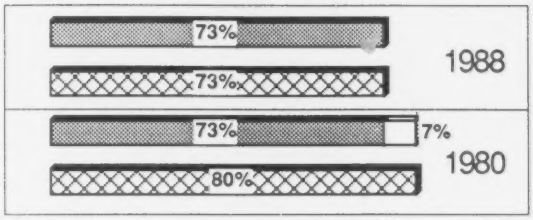
Gaps in Hispanic/Anglo Parity—Dallas

White Non Hispanic
Hispanic Gap

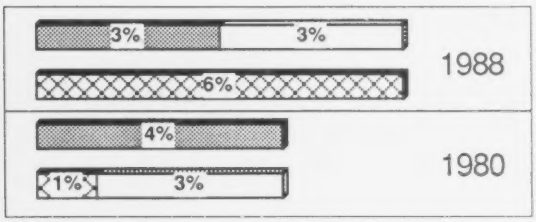
Persons 25 Years and Over with High School Education or More



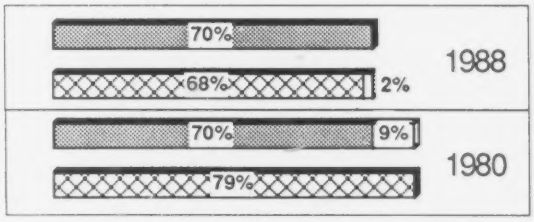
Labor Force Participation



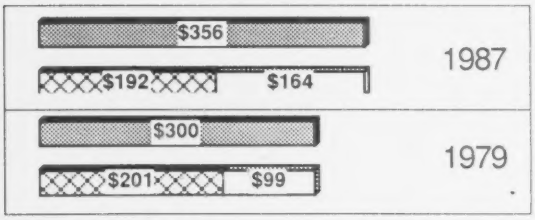
Unemployment Rate



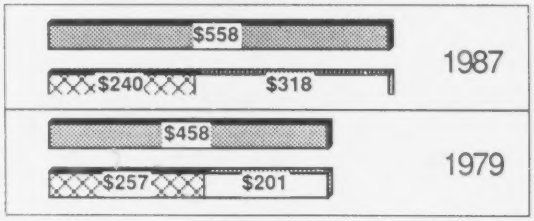
Employment-Population Ratio



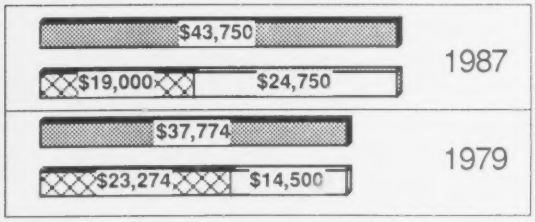
Median Weekly Income* 16 - 34 Year Olds



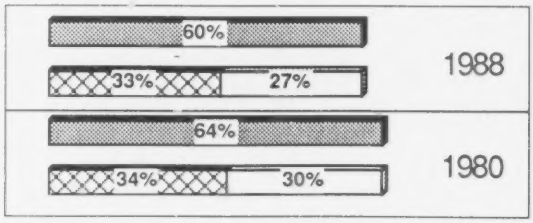
Median Weekly Income* 35 - 65 Year Olds



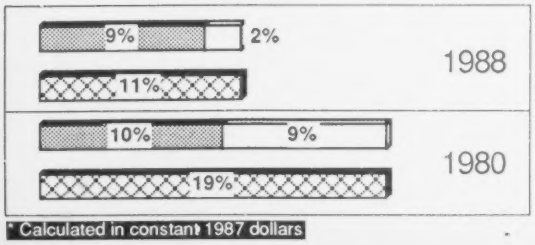
Median Family Income*



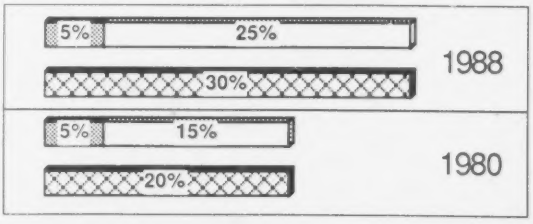
Homeowners



Female Headed Households



Persons Below Poverty Level



* Calculated in constant 1987 dollars

Denver

Hispanics have lived in the Denver area and in parts of Southern Colorado since the days of the Spanish explorers. In the 1800s they were the mainstay of the workforce in the mining and timber industries that dominated the area. In the early 1900s Denver evolved into a major regional city — a hub serving the surrounding agribusiness, cattle, and tourist industries. Continuing the trend, Denver has become a metropolitan center where large national corporations establish regional offices or subsidiaries.

With each expansion of the local economy, the Hispanic population has grown and benefited. Denver Hispanics have relatively high education levels and, until the recent recession, they exhibited a higher rate of white-collar employment and higher average incomes than their peers in other states. Even less skilled Hispanics found employment in the construction, transportation, and service sectors. However, when the economy of Denver weakened, Hispanics at all levels were disproportionately affected. It is particularly important to note that while the weekly income gap of the employed is not as wide as in other markets, the unemployment disparity is large.

Hispanic Community Organization

Because many of Denver's Hispanics are long-term residents whose ancestors can be traced back to the conquistadores, some segments of the community — particularly the middle class — are well organized. However, the downtown expansion essentially fragmented the old barrio and dispersed its Hispanics into the northwest, southwest, and other sectors of the city. This is one factor that has hindered the organization of the newer arrivals.

Hispanic Political Participation and Representation

Though members of the Hispanic middle class are politically active and organized, others are not. Denver is represented by 11 elected Hispanic officials: one state senator, three state representatives, a mayor, two city council members, one school board member, and three community school board members.

Business Interest in Hispanic Affairs

For years Hispanics in Denver were overlooked. More recently Hispanic leaders and business leaders joined forces to deal with issues affecting the present and future of the Hispanic community. A plan was developed, and Denver now has the opportunity to serve as a model for cities across the nation if it marshalls resources to turn the Hispanic Agenda into action.

Trends

Denver presents a recession picture that differs from that of Dallas or Houston. The Denver recession took place in an area that was not experiencing significant population growth.

The Hispanic/Anglo family income gap grew only slightly, while real median family income dropped for both Hispanics and Anglos.

Alarming trends, however, were revealed in the dramatic widening of the Hispanic-Anglo unemployment gap and the Hispanic/Anglo poverty gap, worrisome enough in 1980.

Over the decade the percentage of Hispanic female-headed households soared above the 1989 national Hispanic average of 27 percent and, even though the Anglo rate increased considerably, the Hispanic/Anglo gap grew. The rise in the Hispanic and Anglo percentage of female-headed households may be an outgrowth of high male unemployment; jobless men may have moved on to seek opportunities elsewhere, leaving their families behind.

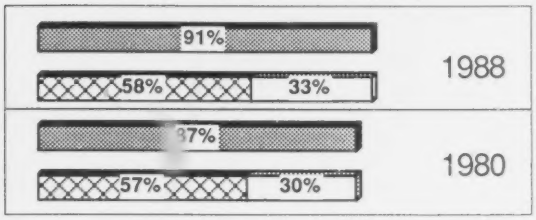
The fact that the population changed little over the decade is reflected in the unchanged education picture.

Overall, Hispanics were doing worse than Anglos by the end of the decade. Denver illustrates that in a recession, the low-skilled lose more than the skilled.

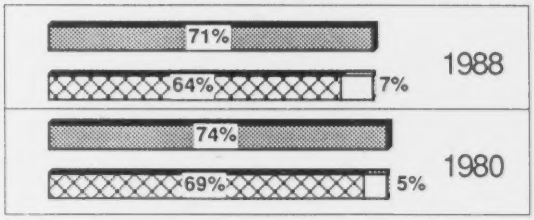
Gaps in Hispanic/Anglo Parity—Denver

White Non Hispanic
Hispanic Gap

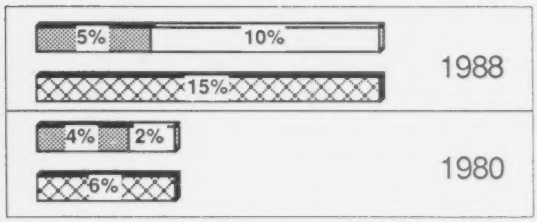
Persons 25 Years and Over with High School Education or More



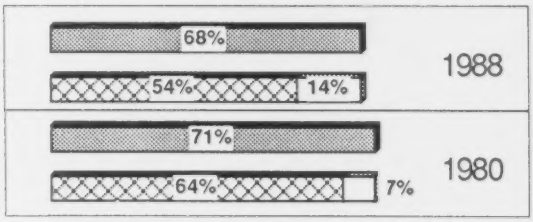
Labor Force Participation



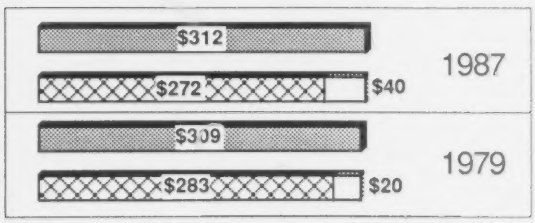
Unemployment Rate



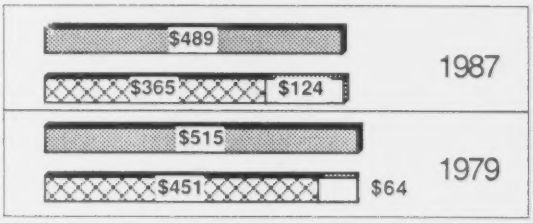
Employment-Population Ratio



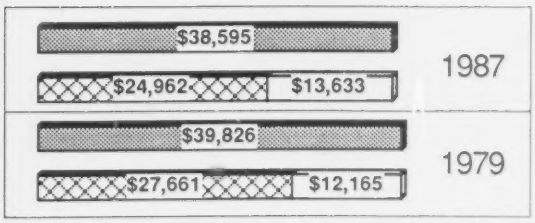
Median Weekly Income* 16 - 34 Year Olds



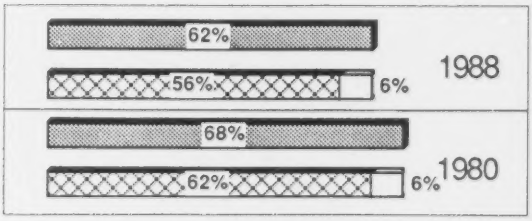
Median Weekly Income* 35 - 65 Year Olds



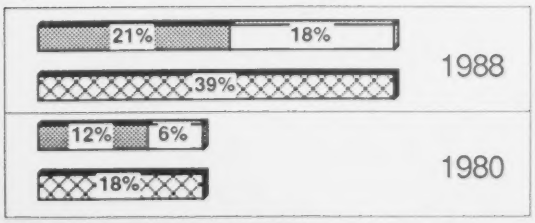
Median Family Income*



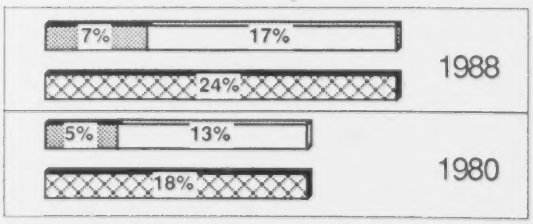
Homeowners



Female Headed Households



Persons Below Poverty Level



* Calculated in constant 1987 dollars

Houston

Houston's present status as the nation's fourth largest metropolitan area stands in sharp contrast to its earlier history as a city primarily dependent on its harbor and shipping industry. In the last two decades Houston has experienced incredible growth, spurred by the diversification of its economic base. This diversification has included expansions in petroleum refinement and petro-chemicals, and a boost for the economy in the government-funded space program, which has spawned growth in related high-tech industries. But Houston in the '80s also experienced a serious recession when the bottom fell out of the oil boom.

It is conservatively projected that 1,614,674 Hispanics will live in the greater Houston metro area by the year 2000, when Hispanics are expected to constitute a fifth of the overall population.

For years, the Mexican Americans of Houston lived in the channel area, but as the city's economy expanded over the last two decades, the numbers of Hispanics increased and they settled throughout the city. At least a dozen areas now have high concentrations of Hispanic residents. Although few qualified for the managerial jobs that were available during Houston's high-prosperity years, Mexican Americans and Mexicans were drawn to the city from Mexico and rural areas of Texas to work in construction-related jobs. When growth leveled off, Hispanics moved into the service sector. Mexican and Mexican American immigration and migration diminished when the economy weakened, but that movement was replaced by a substantial influx of political and economic refugees from Central America. As a consequence, the momentum of Hispanic growth was maintained if not quickened.

Hispanic Community Organization

Houston's Hispanics relied on traditional support networks and established few strong institutions. A number of service groups have now emerged in an effort to bridge the generational, class, and nationality divisions.

Hispanic Political Participation

The voting strength of Houston's Hispanics is now estimated to be about 5- to 10-percent less than that of the Black community which easily has more than twice as many elected and appointed officials. In 1990 there were 21 elected or appointed Hispanics in government, the vast majority in judicial/law enforcement roles or serving on school boards or community school boards.

Business Interest in Hispanic Affairs

Houston has a well-organized Black community that is about the same size as the Hispanic community. But Black leadership has been more effective in pressing its agenda. Business has only begun to understand the role Hispanics can play in the future of the city. Business has taken some first steps in high school dropout prevention, but they have yet to sit down with Hispanic leaders and look at the big picture in a structured manned. The Hispanic Chamber of Commerce and other Hispanic business organizations have enjoyed phenomenal growth rates in the past several years, and major business groups, such as the Tourist and Convention Bureau and the Port of Houston have taken steps to improve Hispanic participation.

Trends

Houston, like Dallas, presents a picture of an economy in downturn that has been pressed to absorb a significant increase in population.

The gap between Anglo and Hispanic real family income over the decade widened dramatically, as did the weekly wage gap. Both young and older Hispanic workers were earning less in 1987 than they had earned in 1979.

The Hispanic poverty level jumped to exactly the poverty level of Dallas — 30 percent — while the Anglo poverty level rose only slightly. This correlates to the Anglo-Hispanic disparity in the unemployment rate and to the disparity in education. Again it points to the fact that low-skilled citizens suffer most in a recession economy.

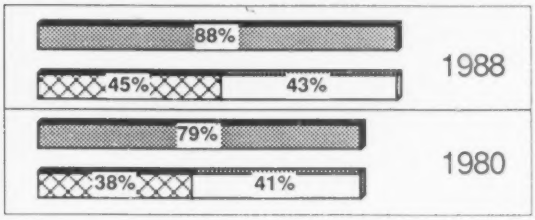
The employment/population ratio and labor force participation rates have declined apace for both groups, reflecting an increase in the number of discouraged workers.

The percentage of female headed households increased for Hispanics — but dropped for Anglos.

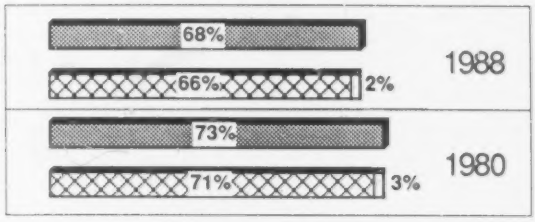
Gaps in Hispanic/Anglo Parity—Houston

White Non Hispanic
Hispanic Gap

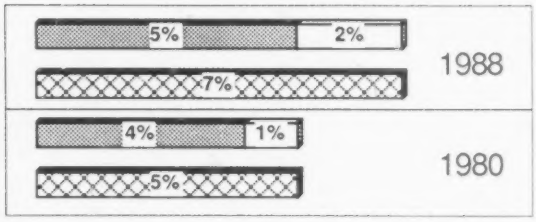
Persons 25 Years and Over with High School Education or More



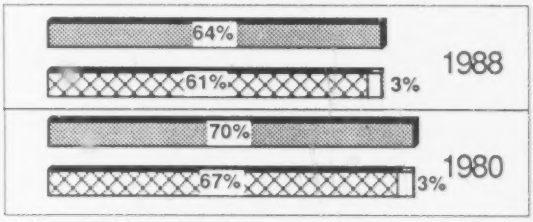
Labor Force Participation



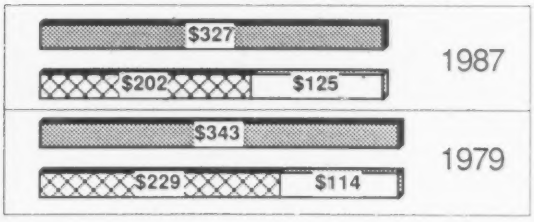
Unemployment Rate



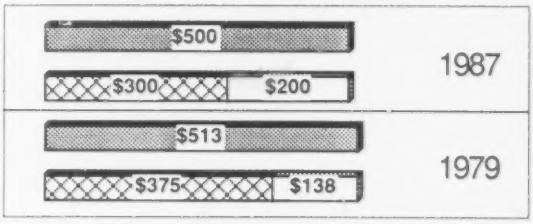
Employment-Population Ratio



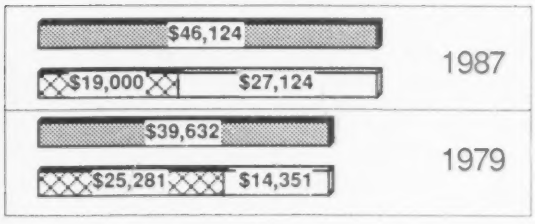
Median Weekly Income* 16 - 34 Year Olds



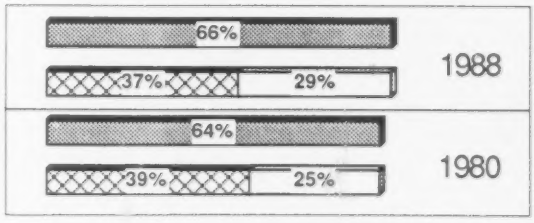
Median Weekly Income* 35 - 65 Year Olds



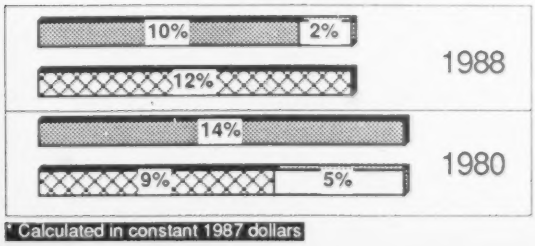
Median Family Income*



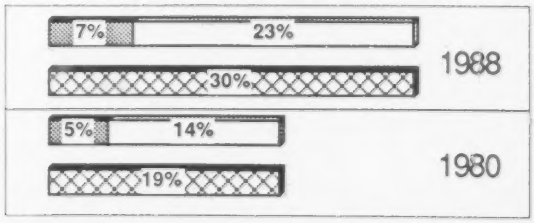
Homeowners



Female Headed Households



Persons Below Poverty Level



* Calculated in constant 1987 dollars

Los Angeles

The Hispanic population of Los Angeles is greater than the total populations of all but four of the nation's largest metropolitan areas.

Some 9,645,753 Hispanics will live in Greater Los Angeles by the year 2000. Hispanics will constitute over half the projected total population of 20,176,522.

Hispanics were the original settlers of the region and have lived there for more than 200 years. In the 1850s, Hispanics constituted 96 percent of the total population. Despite the fact that their numbers had declined to a 20-percent share of the total by 1980, Hispanics in Los Angeles continue to be numerically the largest U.S. concentration of Latinos.

In the 1930s, 40 percent of Latinos in Los Angeles were employed in professional, technical, skilled, and semi-skilled jobs. By the 1960s, that figure had grown to 62 percent. These individuals became the backbone of the Hispanic middle class and, over time, many Hispanic residents of Los Angeles became suburbanized. Today they are homeowners in largely non-Hispanic neighborhoods. Although not all are fluent in Spanish, most families continue to identify strongly with their Hispanic roots.

Beginning in the 1970s, immigration into Los Angeles from Mexico and migration from other parts of the United States increased sharply. The new Mexican immigrants and Mexican American migrants are mainly low-skilled laborers and agricultural workers seeking to take advantage of employment in construction and the service sector. More recently, Central Americans have arrived, fleeing political and economic chaos in their countries of origin. The new migrants and immigrants have clustered in the historical barrio. They are ambitious and motivated, but those who lack English skills find keen competition for the jobs they can fill. Many isolate themselves; they live, work, and shop within the barrio.

As the number of Hispanics increase, their impact on the local labor market and their political and economic potential will be formidable.

Hispanic Community Organization

The level of organization in the Hispanic communities is high in almost all sectors. Recently Hispanic groups have begun to press government and the private sector strongly for equitable treatment and allocation of resources.

Hispanic Political Participation and Representation

Gerrymandering, recently challenged, has greatly hindered participation in local politics and the representation of Hispanics. Despite their numbers and the fact that many are long-term, middle-class residents, there are only 21 elected officials representing Hispanics—three Members of Congress, one state senator, two state representatives, two city council members, 11 judges, and two school board members.

Business Interest in Hispanic Affairs

The dramatic growth in two all-Spanish language TV stations and the number of radio stations broadcasting in Spanish reflects the fact that business recognizes a growing market. Times-Mirror, one of the largest newspaper conglomerates in the country, has recently purchased 50 percent of *La Opinion*, one of the oldest and most successful Spanish-language newspapers. Many of the larger retail oriented businesses, from banks to utilities, now develop special Hispanic advertising and marketing campaigns instead of translating current English language ads. There is a definite recognition that the Hispanic market is large, growing, and developing a strong middle class and upscale orientation.

Trends

The overall picture of Los Angeles during the decade is one of relative stability despite the fact that the area has experienced a population explosion. Clearly the income disparity between Hispanics and Anglos has grown, as has the percentage of persons below the poverty level. But the growth in the income gap is most dramatic in the weekly wages of younger workers. By comparison, older Hispanic workers lost little ground, and employment data indicate that the economy has absorbed a considerable number of the newcomers.

Over the decade unemployment decreased, labor force participation remained high, and the employment/population ratio was unchanged. It appears that more Hispanic family members are working at lower wages to support the family unit.

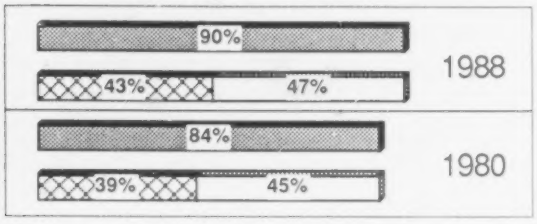
At the same time, the percentage of Hispanic homeowners actually increased over the decade, indicating that middle-class Hispanics did well in Los Angeles.

The degree to which the Hispanic middle class expands is directly related to closing the education gap.

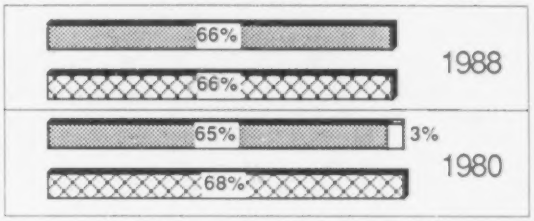
Gaps in Hispanic/Anglo Parity—Los Angeles

White Non Hispanic
Hispanic Gap

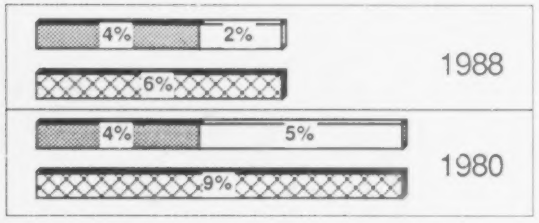
Persons 25 Years and Over with High School Education or More



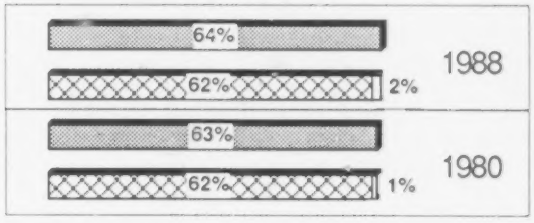
Labor Force Participation



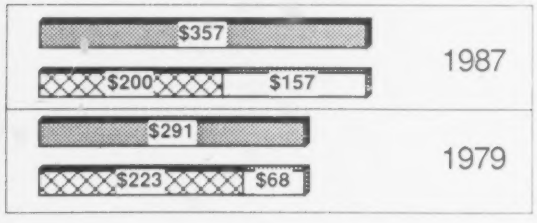
Unemployment Rate



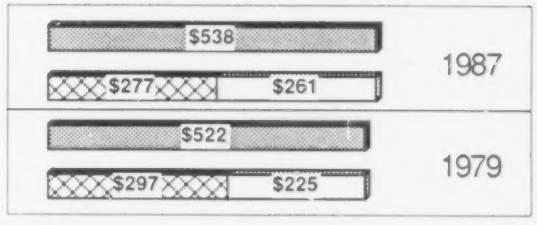
Employment-Population Ratio



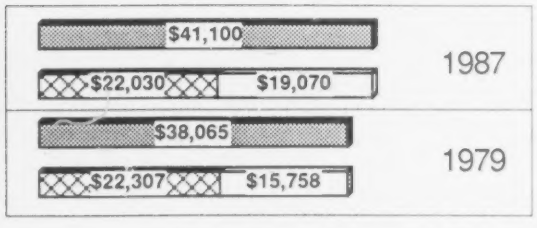
Median Weekly Income* 16 - 34 Year Olds



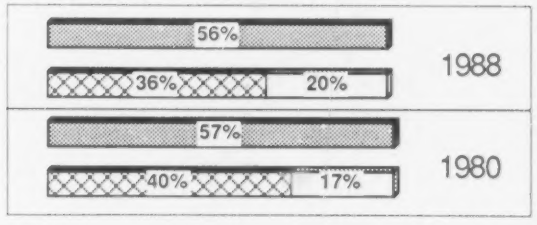
Median Weekly Income* 35 - 65 Year Olds



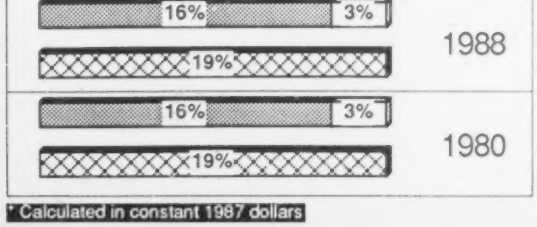
Median Family Income*



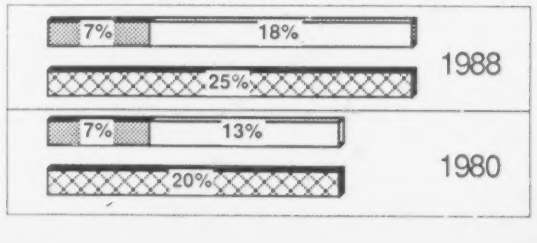
Homeowners



Female Headed Households



Persons Below Poverty Level



* Calculated in constant 1987 dollars

Miami

The Miami market has the third largest Hispanic population in the United States. It is projected that 2,005,315 Hispanics will live in the greater Miami area by the year 2000, and Hispanics already constitute almost half of Miami's population (46 percent).

Miami is the center of much of the international trade linking Latin America with the United States. It is the center of the Cuban population in the United States, and is also one of the urban areas most influenced by a broad spectrum of Latin American cultures. Although the popular stereotype, holding that all Hispanics in Miami are middle-class, is patently false, the relatively high level of education of many of Miami's Hispanics has afforded them opportunities to penetrate almost all sectors of the economy. As the charts show, Hispanics in Miami fared better over The Decade of the Hispanic than did Hispanics in most other cities.

The ties between the shipping and fishing industries of Cuba and the United States historically promoted a small Cuban enclave in Miami, but the population jumped after the 1959 revolution in Cuba, when a massive exodus brought many of Cuba's professional and merchant workers to the Miami area. Many today are successful professionals or small business people; they are politically conservative, and have strong cultural ties to Cuba.

In the last decade, a second wave of Cubans arrived, and events in Central America have spurred a wave of immigration to Miami from nations in that region, especially Nicaragua. In addition, downswings in the Puerto Rican economy have pushed growing numbers of Puerto Rican professionals to the city.

Hispanic Community Organization

The organization of Hispanics and Hispanic institutions in Miami is broad and active. Organizations exist that relate to all aspects of the community's political, cultural, economic, and social life.

Hispanic Political Participation and Representation

The strong organization of Hispanics and the Cuban community's deep interest in U.S. Caribbean policy have promoted active political participation. That participation is reflected in Hispanic representation. Greater Miami has one Hispanic Member of Congress, one state senator, seven state representatives, one county commissioner, a mayor, five council members, five judges, and one school board member.

Business Interest in Hispanic Affairs

For the most part, Miami's 20,000 plus Hispanic businesses are family owned and operated. The proprietors of several medium and large Hispanic businesses are well integrated into the overall business community.

The overall business community has not directed specific attention to the question of achieving Hispanic parity in any structured manner, to some extent because they perceive that other groups in Miami are in deeper trouble.

Trends

At the beginning of the decade Hispanic and Anglo median family income was approaching parity. By the end of the decade, the gap had widened considerably. While Hispanic real family income increased, it did not keep pace with the increase in White income. Likewise, real weekly income increased for Hispanic 35- to-65 year olds but not at the rate of increase for comparable Whites. The surge in the disparity between the Anglo and the Hispanic 35-to-65 year olds bears investigation. The explanation may lie in the age breakdowns of the 35-to-65 year old category. Fewer Hispanics may be numbered in the over-40 peak earning years.

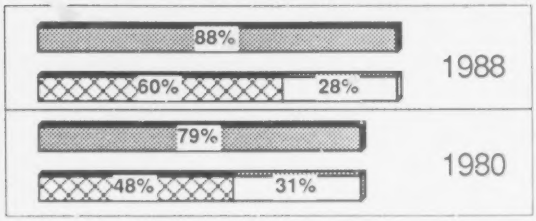
In Miami the Hispanic 16- to 34-year-olds almost reached parity with their counterparts, but only because the Whites lost ground in real wages during the decade while Hispanics gained.

The relatively high degree of well being achieved by Miami Hispanics correlates to their high education level, also reflected in a low unemployment rate, high labor force participation, a drop in the percentage of Hispanics living below the poverty level, and a rise in Hispanic home ownership.

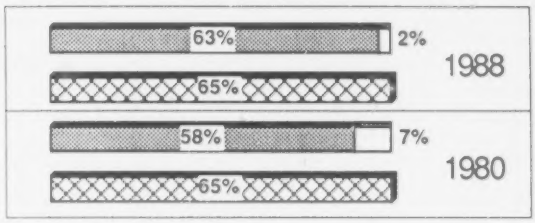
Gaps in Hispanic/Anglo Parity—Miami

White Non Hispanic
Hispanic Gap

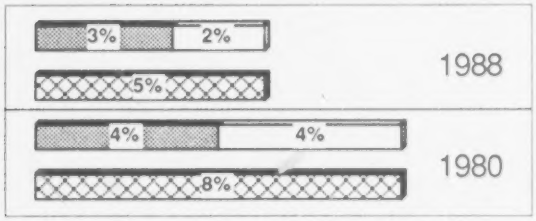
Persons 25 Years and Over with High School Education or More



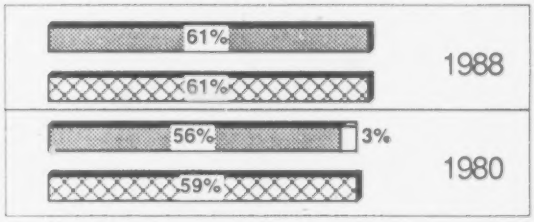
Labor Force Participation



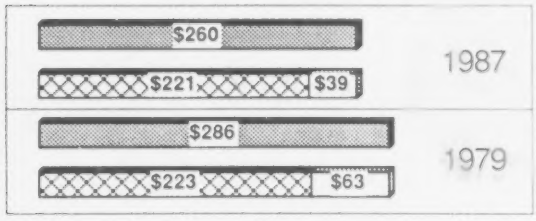
Unemployment Rate



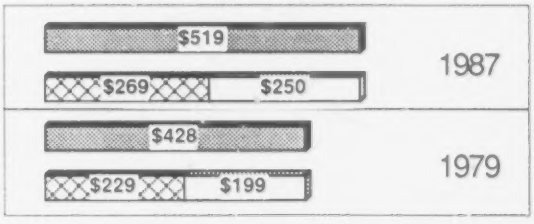
Employment-Population Ratio



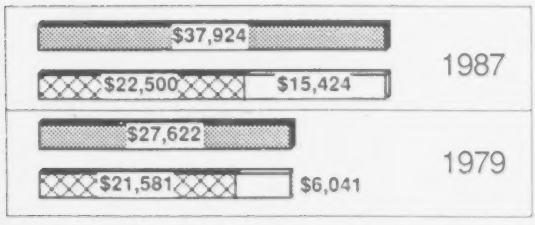
Median Weekly Income* 16 - 34 Year Olds



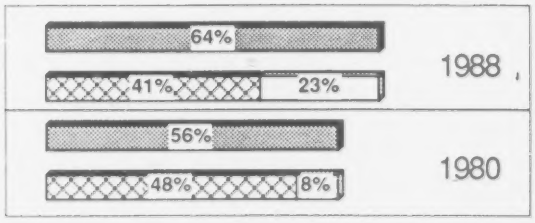
Median Weekly Income* 35 - 65 Year Olds



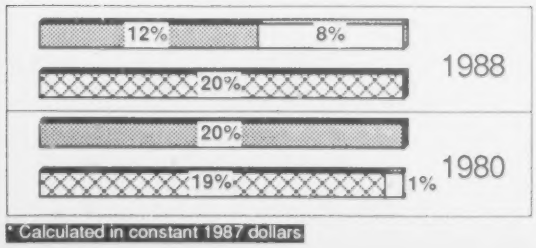
Median Family Income*



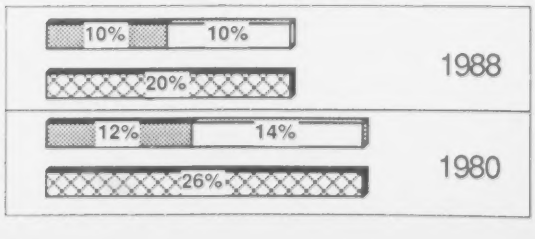
Homeowners



Female Headed Households



Persons Below Poverty Level



* Calculated in constant 1987 dollars

New York

New York has the second largest Hispanic population in the United States, and some 3,645,673 Hispanics are expected to live in the greater New York area by the year 2000, when they will constitute a fifth of the population.

Although many Hispanics had been drawn to New York before World War II, significant waves of immigration and migration occurred during and after the war. Large numbers of Puerto Ricans—U.S. citizens by birth—migrated to the area because employment opportunities were not available on the island. Other Puerto Ricans came to attend New York schools, colleges, and universities.

Early Puerto Rican migrants settled in East Harlem, the Lower Eastside of Manhattan, and neighborhoods near the Brooklyn docks. Others moved to the South Bronx, which has become the city's largest Puerto Rican enclave. Although Puerto Ricans are still the major Hispanic group in New York, it is the non-Puerto Rican Hispanic population that is growing most rapidly. Large numbers of Cubans, Peruvians, Ecuadorians, Dominicans, and Colombians now live in the city. Dominican populations are concentrated in the Washington Heights and upper Westside areas of Manhattan, as well as the Corona area of Queens. Colombian and other South American neighborhoods can be found in Jackson Heights and in the surrounding blocks of Queens. Cubans live in many sections of the city but mostly in Manhattan and Queens, while Central Americans are clustered in Manhattan and Brooklyn. Unlike Latins in other metropolitan areas, only about 6 percent of New York's Hispanic population live in the outer suburbs.

The socioeconomic status of New York's Hispanics is as diverse as their national backgrounds. While there is a growing Puerto Rican middle-class, the majority of Puerto Ricans as well as first-generation Dominicans have not achieved the educational level of other Hispanic groups in New York. They tend, therefore, to work in low-skilled jobs at low wages, although Dominicans have made a sizeable jump in occupational status from the first to the second generation. Among the other Hispanic groups in the city, education levels are higher and the employment picture is less bleak. Many of these Hispanics — though certainly not all — left middle- to upper-class backgrounds in their native countries. Although they often experience some downward mobility upon entering the United States, they usually regain status over time. However, the charts clearly indicate that, overall, Hispanics in New York are in trouble.

Hispanic Community Organization

There is a long history of community organization in the city, and a large number of significant and diverse institutions serve the communities' cultural, social service, and education concerns. National organizations, such as The Puerto Rican Forum and Aspira were born in New York.

Hispanic Political Participation and Representation

Hispanic political participation has not grown to its potential in relation to population size. Although the first Hispanic was elected to the state assembly in 1838, political representation has been static for more than a decade. At present there are only nine elected Hispanic officials—one Member of Congress, one state senator, one state representative, and six judges. In addition, there are 19 elected members of community school boards and one borough president.

Business Interest in Hispanic Affairs

Although there are notable exceptions, the majority of the New York corporate and commercial community has not demonstrated sensitivity to the presence of Hispanics and has not focused attention on the strengths, potential, needs, and concerns of the city's Hispanic populations. New York is a world financial center that has not developed a strong home-grown business class. Its global view has obscured local realities.

Trends

In 1980, New York presented one of the most alarming pictures of economic inequality. At the end of the decade, we see that Hispanics are making limited progress.

The disparity between non-Hispanic White and Hispanic family income grew dramatically over the decade, and the gap in weekly income for both younger and older workers increased.

At the same time, the Hispanic unemployment rate dropped and labor force participation increased. Yet the poverty level and the percent of female headed households — two-thirds of which were living in poverty — remained virtually unchanged.

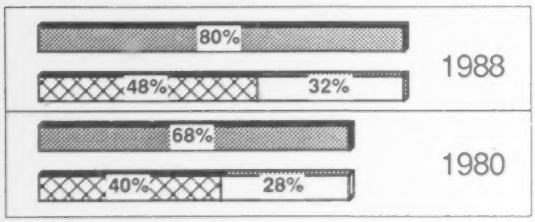
Two things seem to be happening. First, more Hispanics are working but they are earning less. Second, because more people are working at low wages to support the family unit, the level of Hispanic poverty has not increased.

The significant education gap clearly points to on-going problems. Unless action is taken to deal with education and training, increasing numbers of Hispanics will continue to slip into the ranks of the working poor and the persistent dependent poor.

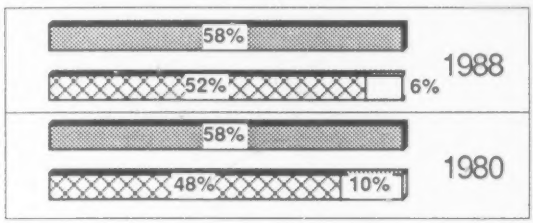
Gaps in Hispanic/Anglo Parity—New York

White Non Hispanic
Hispanic Gap

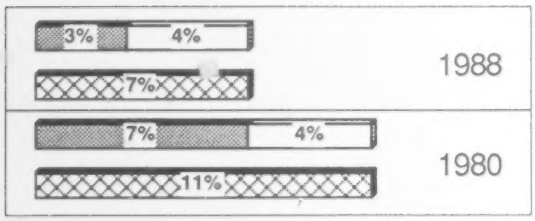
Persons 25 Years and Over with High School Education or More



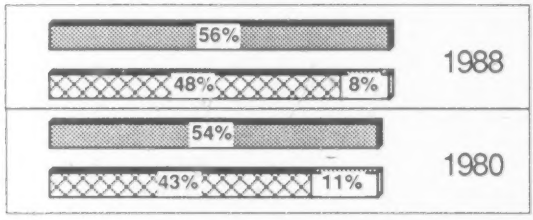
Labor Force Participation



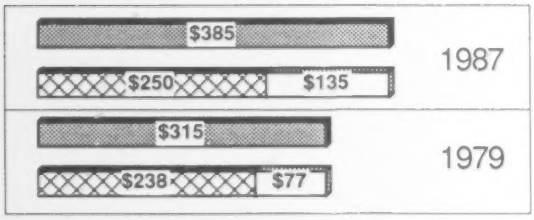
Unemployment Rate



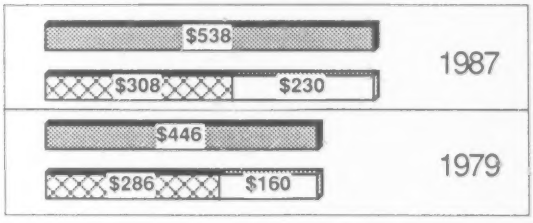
Employment-Population Ratio



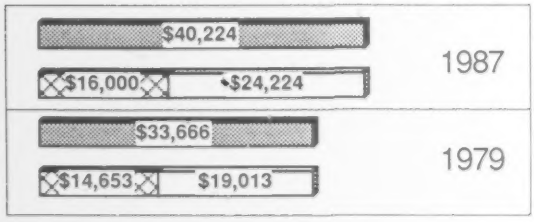
Median Weekly Income* 16 - 34 Year Olds



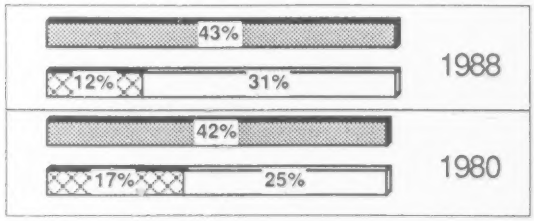
Median Weekly Income* 35 - 65 Year Olds



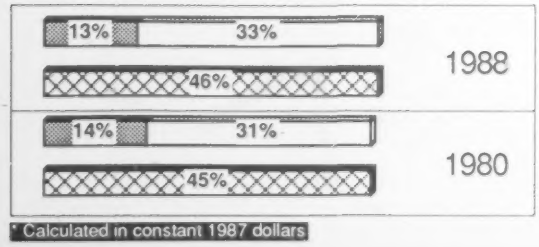
Median Family Income*



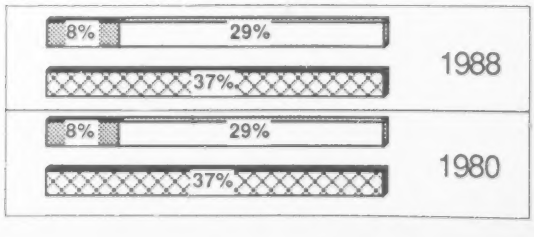
Homeowners



Female Headed Households



Persons Below Poverty Level



* Calculated in constant 1987 dollars

San Diego

Some 899,727 Hispanics are expected to live in the greater San Diego area by the year 2000, according to one projection. At that time Hispanics will constitute over one quarter of the total estimated population of 3,484,423.

San Diego's Hispanic population has not evolved in the same manner as Hispanic communities in Los Angeles and San Francisco. Since World War II, San Diego has been host to a major U.S. naval base. Most of the jobs directly related to the base have been open only to U.S. citizens. Second, the migration of large numbers of family members of naval personnel meant that most skilled civilian jobs were filled by these new residents. As a consequence, the Hispanic community was split into two segments. Those with citizenship worked in shipyards, the aircraft industry, or the naval base; those without citizenship were limited to agriculture and the low-pay service sector. Because low-wage laborers found it less expensive to live outside San Diego, it developed as a largely Anglo city, despite its proximity to the Mexican border.

These same factors persist today, but changes have taken place. Although the large defense-related industries exclusively employ U.S. citizens, much of their work is subcontracted to firms that hire Hispanic workers—both citizens and legal residents. Thus, more Hispanics are now able to participate in the government-related, high-wage industrial sector. Agricultural employment has diminished greatly in recent years, and many Hispanics have sought service sector jobs.

The Hispanics who were U.S. citizens a generation ago, who found employment on the naval base or in related government projects, now have been assimilated into the middle class. They are home owners; significant numbers have established businesses; their children are well educated and many have taken advantage of their proximity to the border and their bilingual abilities. San Diego's location, less than a half-hour from Mexico, makes it an important and potentially influential international market.

The strength and nature of the San Diego economy has created a climate in which educated Hispanics who can afford to live in the metro area can prosper and achieve upward mobility. (It is important to remember that San Diego is a border city, paired with Tijuana. Although most Mexican immigrants bypass San Diego as they move into Southern California, a number of Mexican nationals, particularly female household workers, do cross the border daily. Because they live in Mexico, they are not reflected in the statistics.)

Hispanic Community Organization

San Diego's Hispanics are organized to address a broad range of social, educational, and business causes. A Hispanic Chamber of Commerce, plus groups such as The Logan Heights Family Health Center, The Mexican American Foundation, The Alba 80 Society, and The Beca Foundation serve the community.

Hispanic Political Participation and Representation

There is some difference of opinion regarding the level of Hispanic voting. However, candidates are beginning actively to seek Hispanic support. San Diego's representation is limited to two Hispanic judges and one school board member.

Business Interest in Hispanic Affairs

"Old line" business in San Diego is not deeply concerned with Hispanic affairs. Utilities, banks, and insurance companies for the most part support Hispanic causes, and those developers and business persons with interests in U.S./Mexico trade and maquiladoras are especially active and attentive.

Trends

At the beginning of the decade, the median family income for Hispanics in San Diego was one of the highest in the nation. By the end of the decade, the level of family income had dropped, the gap between Anglo and Hispanic family income had grown, and weekly wages for both older and younger workers had dropped, though older workers took the heavier loss. The Hispanic poverty rate rose, widening the gap between Hispanics and Anglos sharply.

Labor force participation of Anglos rose over the decade, while for Hispanics it dropped, perhaps reflecting an increase in the numbers of Hispanic unskilled workers who became discouraged when they could not find entry-level employment in the service sector.

The slight widening of the education gap may reflect the immigration of the unskilled workers referred to above.

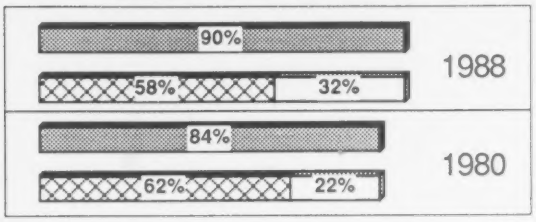
On the other hand, the strength of Hispanic home ownership, which remained stable over the decade while the Anglo rate fell, attests to the health and stability of the educated Hispanic middle-class.

Action taken now to deal with the economic assimilation of the newer workers could make a significant difference in how San Diego grows and prospers.

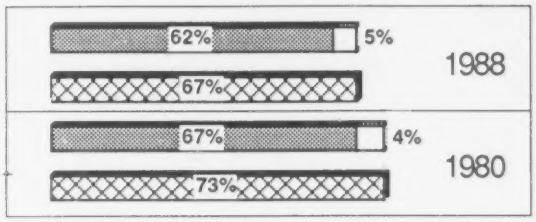
Gaps in Hispanic/Anglo Parity—San Diego

White Non Hispanic
Hispanic Gap

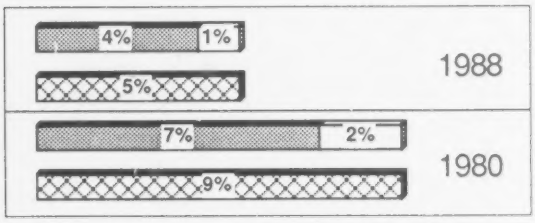
Persons 25 Years and Over with High School Education or More



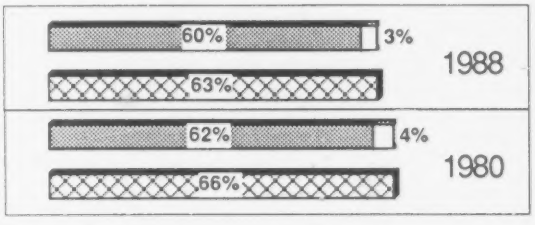
Labor Force Participation



Unemployment Rate



Employment-Population Ratio



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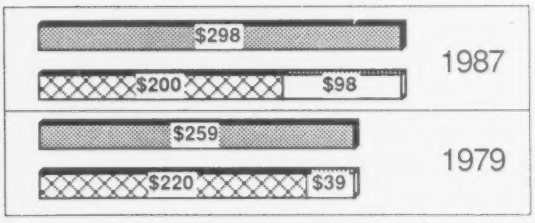
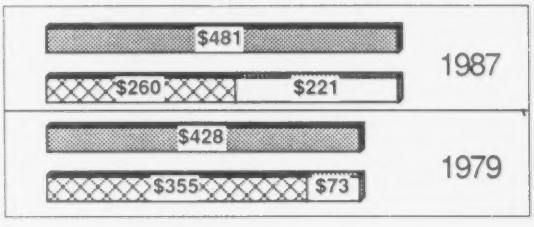
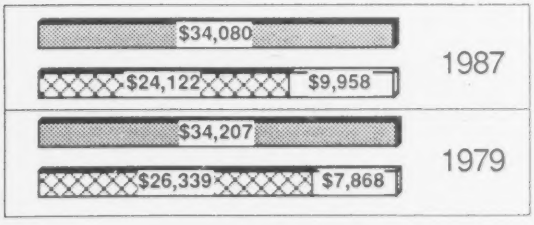


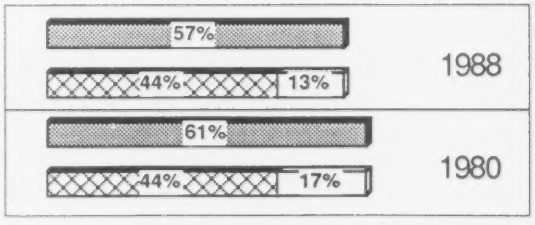
Median Weekly Income* 35 - 65 Year Olds



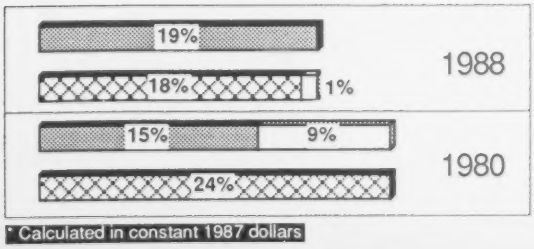
Median Family Income*



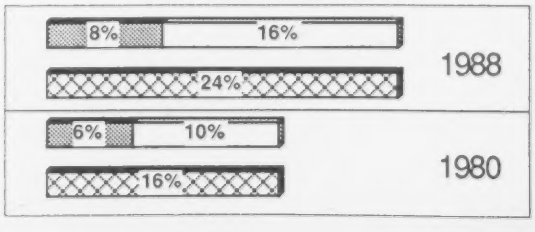
Homeowners



Female Headed Households



Persons Below Poverty Level



* Calculated in constant 1987 dollars

San Francisco

The San Francisco Bay area consists of nine Spanish-surnamed counties ringing the shores of the bay: Marin, Sonoma, Napa, Solano, Contra Costa, Alameda, Santa Clara, and San Mateo. The three principal cities are Oakland, San Jose, and San Francisco. Some 1,387,129 Hispanics are expected to live in the Bay Area by the year 2000, when Hispanics will constitute almost 20 percent of an estimated total population of 7,829,146.

The bay was discovered by Juan Rodriguez Cabrillo in 1542 on an expedition that explored the Pacific Coast from San Diego to Oregon, the first expedition to set foot on what was to become the Pacific Coast of the United States. In 1774 a land expedition led by De Anza founded San Jose, and in 1776 Yerba Buena and the Presidio were founded, later to be renamed San Francisco.

For over 200 years, Hispanics have contributed to the Bay Area's development. Their knowledge of agriculture and mining contributed to the creation of the area's original economic base. Later, with the Chinese, Hispanic labor built the railroads linking California to the rest of the United States.

The availability of work and prospects of better futures for their children have prompted succeeding generations of Hispanics to migrate north and settle on the shores of the bay.

While most of the area's Hispanics are of Mexican descent, at least a third are of Central American descent. San Jose is predominantly a Mexican American city. Over a million Asians live in the area, making up over 17 percent of the population; Hispanics are the area's second largest group.

Hispanic Community Organization

The Bay Area has a rich tradition of Hispanic community organization. The city of San Francisco has been a base for national organizations such as the National Council of La Raza and the Mexican American Legal Defense and Education Fund. The National Hispanic University was founded in Oakland and is now based in San Jose, where Cesar Chavez and Ernesto Galarza understook some of their earliest trade union organizing.

San Jose, San Francisco, and Oakland have a vital network of community-based service organizations. Groups like the Mexican American Community Services Agency; OBECA-Arriba Juntos; Centro Social Obrero; the Spanish Speaking Citizens Foundation; and the Spanish Speaking Unity Council represent over two decades of continuous service to their communities. The California Human Development Corporation, based in Santa Rosa, provides services to migrant workers.

Hispanic Political Participation and Representation

There are only seven Hispanics who serve as members of county boards of supervisors in California, a state with over 50 counties. Four of these individuals represent Bay Area counties. A Latina currently serves as vice mayor and city council member in San Jose. Other Hispanics serve on city councils and school boards throughout the region, but there is no Hispanic representing the Bay Area in the state legislature.

Business Interest in Hispanic Affairs

Beyond public utilities and manufacturing giants like Levi Strauss, few Bay Area corporations have made significant commitments to the concerns of Bay Area Hispanics. The CEO of a major corporation is Hispanic, and one of the nation's largest Hispanic-owned companies, an auto dealership, is located in Oakland.

Trends

Despite a two-hundred year presence, Bay Area Hispanics still experience difficulty. Overall Hispanics in the area do better than Hispanics in many other U.S. cities. Yet within the consolidated metropolitan area, the parity gap widened over the decade.

In 1988 Hispanic family income was highest of all metros surveyed, but in parity terms they lost ground between 1979 and 1987. In '79 Hispanics were earning $11,995 less than Anglos; in '87 they were earning $14,000 less than Anglos.

The Hispanic education level was unchanged over the decade, and continued to be the highest Hispanic level in the areas surveyed. But the Anglo education level rose, widening the Hispanic/Anglo gap.

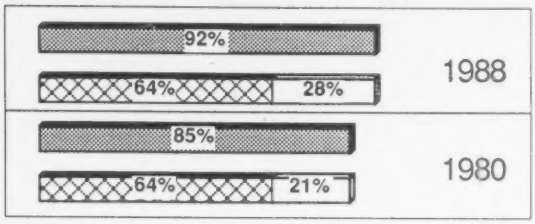
Labor force participation of Hispanics rose from 67 percent in 1980 to 69 percent in 1988. The Anglo rate did not change. In this respect, Hispanics not only closed the gap, they exceeded parity.

The relatively high education levels and labor force participation rates will continue to promote stability for Hispanics, if the economy remains healthy and unemployment rates for both Hispanics and Anglos do not rise further.

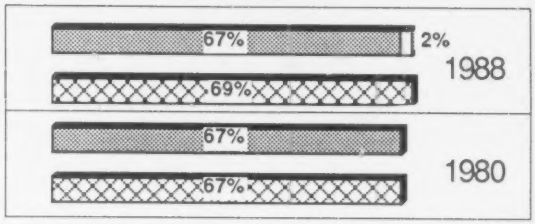
Gaps in Hispanic/Anglo Parity—San Francisco

White Non Hispanic
Hispanic Gap

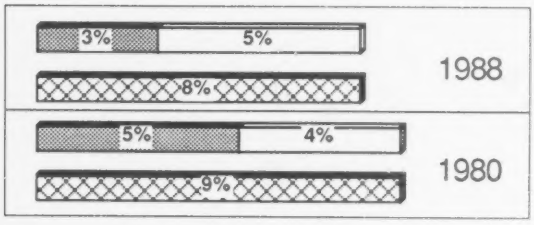
Persons 25 Years and Over with High School Education or More



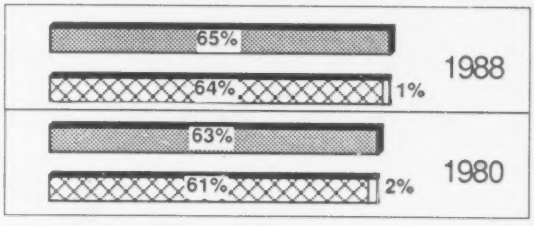
Labor Force Participation



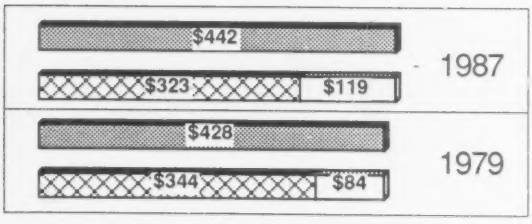
Unemployment Rate



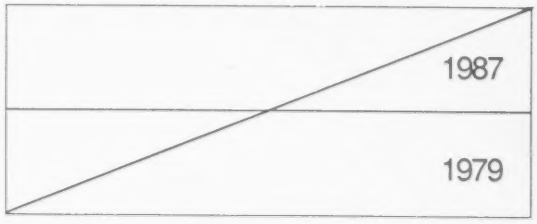
Employment-Population Ratio



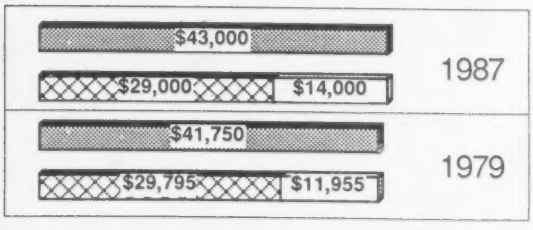
Median Weekly Individual Income*



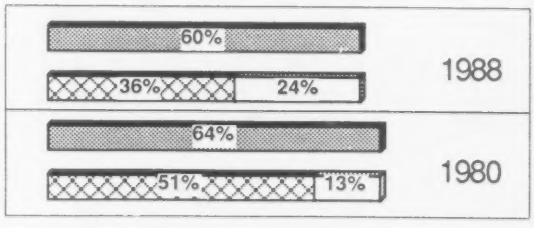
Median Weekly Income* 35 - 65 Year Olds



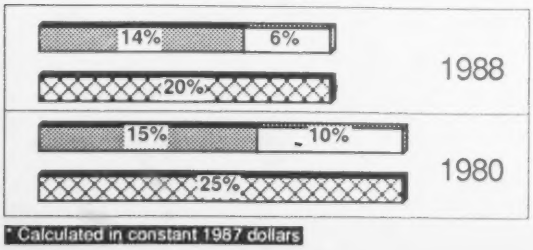
Median Family Income*



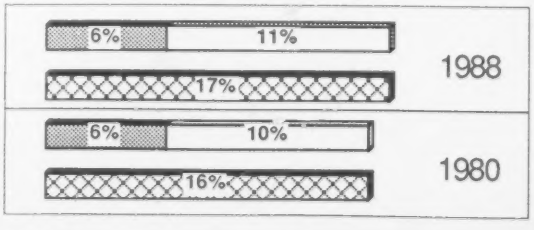
Homeowners



Female Headed Households



Persons Below Poverty Level



* Calculated in constant 1987 dollars

Special Cases

The five metros that follow are presented somewhat differently from the nine preceding cities, because comparable data are not available. The areas are important nonetheless. The first four, McAllen, El Paso, Phoenix, and San Antonio, are major Hispanic centers. In these "Special Cases," the data used are published Census data. Those data are available for only six indicators. Further, non-Hispanic Whites cannot be compared to Hispanics because all Whites—HispanicWhites and non-Hispanic Whites—are aggregated in the data. The fifth, Kansas City, is an example of a smaller metropolitan area with a long- established Hispanic population. The data are from the 1980 Census.

The Border

The United States and Mexico share a 2,000- mile frontier, stretching from San Diego on the Pacific Ocean to Brownsville on the Gulf of Mexico. Approximately 10 million people live and work in this border region where binational trade has become vital to both nations. In 1981 trade between the United States and Mexico amounted to $32 billion and employed 450,000 U.S. citizens. Mexico remains the third largest trading partner of the United States.

McAllen and El Paso — border communities along this frontier— exist quite apart from many of the other Hispanic markets in the United States. Both of these cities belong to a larger economic area that they share with an adjacent Mexican city. The economic areas between them are semi-permeable—passageways through which ideas, workers, family, friends, and goods flow easily back and forth.

The populations in both El Paso and McAllen are overwhelmingly Hispanic. In these cities, the ethnic enclaves are Anglo. As a consequence, the CPS sample of Whites is too small to produce comparable data.

Phoenix and San Antonio

Before 1980, the total populations of both Phoenix and San Antonio placed them outside the top 50 metropolitan markets. Therefore, comparable CPS data are not available.

The Smaller City

Across the nation there are clusters of Hispanic settlements in smaller metropolitan areas. Some settlements have long histories, others spring from recent immigrations and migrations. In many instances, these Hispanics, whether they be newcomers or long-term residents, represent a small minority population that coexists with a larger minority community. In consequence, they are often the victims of neglect — benign or otherwise — and they often experience difficulty in attracting attention or getting a fair share of available resources.

Hispanics in these metro areas are not adequately reported in the Current Population Surveys because their numbers are too few. Therefore, it is not possible to present comparable data and analyses for a sampling of the smaller metropolitan areas. A brief overview of Greater Kansas City and related data have been included to provide readers with a sense of what has happened to long-term Hispanic residents and their more recently arrived peers in those communities where Hispanics are isolated from both the mainstream and the major minority worlds.

Phoenix

Phoenix is one of the most impressive examples of growth in the Sunbelt. Conservative estimates indicate that the population in 2000 will rise to 3,465,872. Over half a million of those projected Phoenix residents will be Hispanic—90 percent of whom will be of Mexican ancestry.

Until the '50s and '60s, Hispanics in Phoenix worked in the fields or the stockyards, or they migrated to Southern California. The boom in the economy changed that picture. Construction increased the demand for skilled and semi-skilled Hispanic laborers, and many Hispanics gained upward mobility in that industry. The service sector expanded dramatically as well, and employs large numbers of Hispanics. Unfortunately, the growth of high-tech industries has benefited Hispanics little because the jobs generated require skills that the vast majority of local Hispanics lack. Still, Phoenix in the 1980s proved to be a magnet for young educated Hispanics, and a strong Hispanic middle class is emerging. But the low educational achievement of many, plus the immigration of low-skilled workers from Mexico, continue to be obstacles to parity with the mainstream population.

Hispanic Community Organization

Historically, the Mexican community in Phoenix maintained organizations such as burial societies, but these internal institutions rarely interacted with the non-Hispanic community. That relationship changed in the late '60s and '70s when a cadre of young Hispanics organized to demand their civil rights. While the initial contact was highly confrontational, the nature of the dialogue rapidly became one of negotiation when the Hispanic leaders devised a practical agenda to which the Anglo Phoenix leadership could respond. Phoenix today has a solid network of Hispanic community-based programs that communicate regularly with other sectors of the city.

Hispanic Political Participation and Representation

The presence of Hispanics on the political scene has grown almost as dramatically as the economy. The vast majority of the political leaders emerged from the community organizing movement described above. Today Hispanics in Phoenix are represented by 16 elected officials: two state senators, three state representatives, one county supervisor, one city council member, one justice of the peace, one constable, five school board members, and two community school board members.

Business Interest in Hispanic Affairs

The business community has been cordial, correct, and respectful in their relations with the Hispanic leadership, but it is not clear that they understand the severity of the gaps between the Hispanic and non-Hispanic sectors of the population. The long-term negative impacts of the gaps have not been considered in a structured manner, and there is no plan specifically designed for working toward parity.

Trends

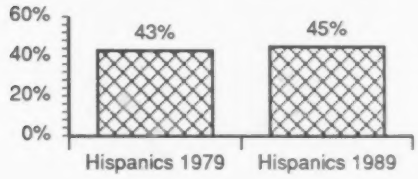
The Phoenix Hispanic population held its own over the decade. There were no significant changes.

What the graphs cannot show, because comparable data is not available, is the status of Anglos.

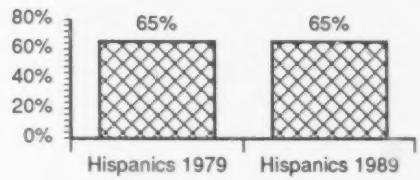
The Phoenix economy expanded in the 1980s, and the expansion absorbed the Hispanic immigrants into low-paying jobs, thereby stabilizing the population, but it did not offer many opportunities for Hispanics to share in the region's prosperity.

The education level of Hispanics limits their access to high tech jobs. Education and training are key to the future of the Hispanic community in Phoenix.

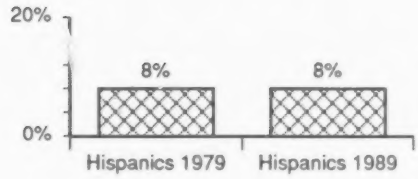
% 25 Year Olds with High School Ed. or More



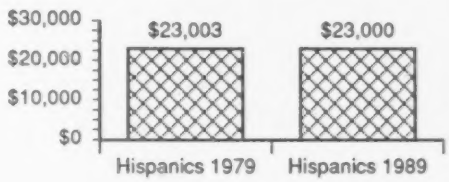
Labor Force Participation



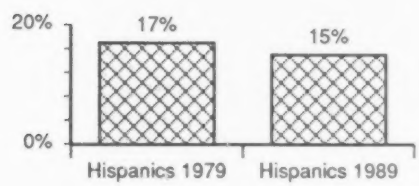
Unemployment Rate



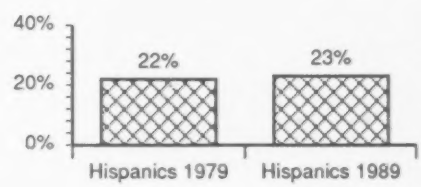
Median Family Income*



% Female Headed Households



% Persons Below Poverty Level



* Calculated in constant 1987 dollars

San Antonio

Prior to the mid-1850s, San Antonio was a major Mexican outpost. It is not surprising, therefore, that Mexican Americans and Mexican immigrants constitute the largest ethnic population in the metropolitan area. They are also the fastest growing group. It is estimated that by the year 2000 there will be 1,647,271 San Antonians, 942,221 of whom—a clear majority — will be Hispanic.

When San Antonio was incorporated into the United States, it served as an army post. When military growth around World War II increased the number of local bases, many Hispanics found employment in construction and the services that supported these installations. However, for fully a century after San Antonio became a U.S. city, Hispanics, the original settlers, were socially restricted, living in largely segregated areas regardless of their socioeconomic status.

After the 1950s, the barriers of segregation began to crumble. Many of the young Hispanics who had served in the war returned and took advantage of the GI Bill. Their education and veterans' preference opened doors for them in city and county government, while others secured jobs on the military bases. A middle-management class evolved and Hispanics began to organize politically. Hispanics were elected to local office, and then—with a combination of Hispanic and non-Hispanic votes—in 1961 a Hispanic was elected to the U.S. Congress. The once totally segregated Hispanic community began slowly to disperse. Some long-term residents started to move into the northwestern section of the city and the suburbs, their places in the Westside being taken by new immigrants.

Although San Antonio has diversified its economy into tourism and conventions and some technology-related manufacturing, government and the military continue to provide a strong base. As a consequence, when recession hit oil-based Texas, the impact—though serious—was less dire in San Antonio than in cities like Dallas and Houston because government and the military were relatively unaffected.

Hispanic Community Organization

The leadership networks created for survival during the era of segregation have been preserved and augmented in San Antonio, and today it is one of the best organized and most effective Hispanic communities in the Southwest. A number of stable community organizations have received national recognition for their outstanding accomplishments.

Political Participation and Representation

The high level of community organization in San Antonio has translated into political participation. Breakthroughs occurred when Hispanics achieved equitable representation on the city council and when the city elected its first Hispanic mayor. Today there are 69 elected Hispanic officials in San Antonio: two Members of Congress, one state senator, five state representatives, two county commissioners, one tax assessor, four city council members, 15 judicial and law enforcement officials, 36 school board members, and three community school board members.

Business Interest in Hispanic Affairs

In the late 1960s the Hispanic community began to voice its concerns. Initially the business community of San Antonio was surprised and generally unresponsive to Hispanic demands for access and equity. Over time business attention has increased, although there is not yet a concerted campaign to address issues of Hispanic parity.

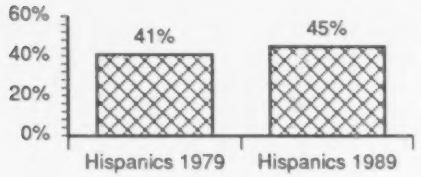
Trends

The Texas recession is mirrored in the San Antonio graphs. The rise in the unemployment and poverty rates, and the decline in labor force participation and income, reflect a decline in non-government, non-military sectors.

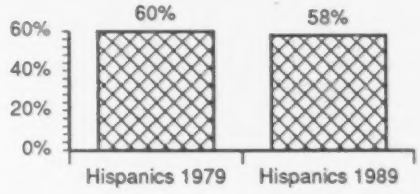
Although changes in San Antonio over the decade were not as dramatic as they were in Houston and Dallas, the 1979 base income in San Antonio was low to begin with.

As in all the markets, with the exception of Miami and San Diego, increasing the education level is key to the future of the Hispanic community.

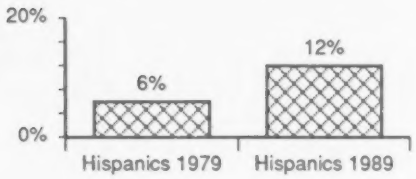
% 25 Year Olds with High School Ed. or More



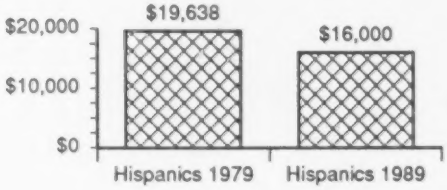
Labor Force Participation



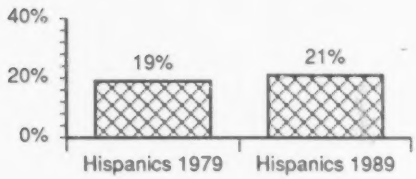
Unemployment Rate



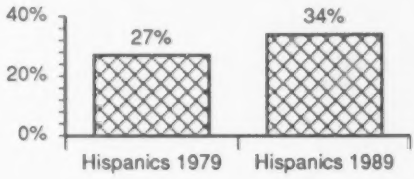
Median Family Income*



% Female Headed Households



% Persons Below Poverty Level



* Calculated in constant 1987 dollars

McAllen

In 1980 there were 283,272 residents of McAllen. Of that number 232,000 were Hispanic. The Census Bureau estimated in 1989 that the Hispanic population in McAllen had reached 345,000.

South Texas is a Mexican cultural area, and McAllen is a center for this region. It is a service hub for the agricultural business which envelops the city, and it is a distribution center for produce imported from Mexico. It is also a center of Hispanic political organization.

In its commercial role, McAllen has grown in importance with increased importing of Mexican produce and the advent of year-round farming made possible by temperate weather and a high water table. However, little of agribusiness is controlled by Hispanics. On the other hand, McAllen's political organizations are Hispanic dominated. For decades this area has been represented in Congress and in the state legislature by Hispanics, and it has proved to be a training ground for Hispanic attorneys, judges, city managers, and many other professionals.

Mexican immigration to the McAllen region has been a source of population growth for centuries and continues to be so to this day. McAllen is well known as a home base and staging area for migrant workers. New arrivals, together with long-term residents, travel from McAllen in search of seasonal agricultural employment in the Midwestern states and service sector jobs in other Texas cities. Many residents also work in the surrounding agricultural ring.

Recent border development has provided a significant boost to the economy. The development is reflected in the surge in wages, the largest increase in any of the markets. It also accounts for the sharp rise in education level. McAllen is attracting managers and professionals.

At the same time, the high level of poverty indicates that over a third of McAllen's Hispanics continue to struggle to survive.

Hispanic Political Participation and Representation

McAllen has elected Hispanics to many of the city's and the state's highest positions, including one Member of Congress and one state senator. In addition, Hispanics fill the offices of two municipal officials (including the pro tem mayor), one judge, a constable, five school board members, and two community school board members, bringing the total to 13 Hispanic elected officials.

El Paso

In 1980, some 300,000 of El Paso's 482,051 residents were Hispanic, but in 1989 the Census Bureau estimated that the market contained almost 500,000 Hispanics.

El Paso is a growing border city, with a large Hispanic and Anglo transient population. One group flows into the area to serve local U.S. military bases. Another immigrates from Mexico, using El Paso as a stepping stone: they stay long enough to learn English and to understand the U.S. systems, and then push on to find work elsewhere. More recently El Paso has become a regional industrial center and a magnet for retirees, supporting the growth of a stable, permanent population.

Hispanic middle- and upper-income groups are well established in El Paso and are politically active. Hispanics are represented at all levels of local and state government, and the numbers of Hispanic professionals, managers, and businesses are high for a city of its size. The vast supply of available labor in the area continues to be a factor in depressing wage scales, and many of the jobs created in the industrial sector are low-skill, low-pay.

Border development has not affected El Paso as dramatically as McAllen, perhaps because El Paso is more isolated and perhaps less attractive to industries that offer better-paying jobs.

Over the decade, all indicators worsened except education. The increase in "High School or More" may in part reflect the new managerial pool.

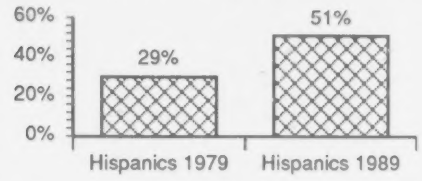
What statistics on El Paso fail to show is that Ciudad Juarez, on the other side of the border, is a city three times larger in population but considerably poorer economically. Thousands of workers and consumers travel daily back and forth across the border. Together, El Paso and Ciudad Juarez constitute a Hispanic market which ranks in size behind only Los Angeles, New York, and Miami..

Hispanic Political Participation and Representation

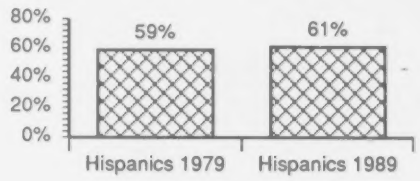
Hispanic elected officials from El Paso include a state senator, two state representatives, three county officials, two city council members, five district court judges, as well as nine other judicial and law enforcement officials, 21 school board members, and three community school board members, bringing the total to 46.

Gaps in Hispanic/Anglo Parity—McAllen

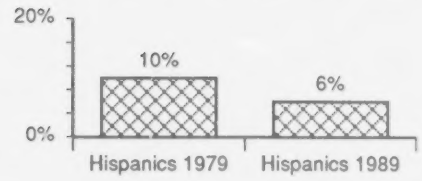
% 25 Year Olds with High School Ed. or More



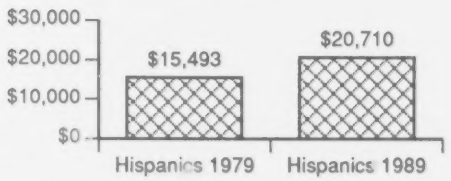
Labor Force Participation



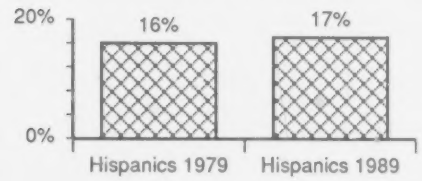
Unemployment Rate



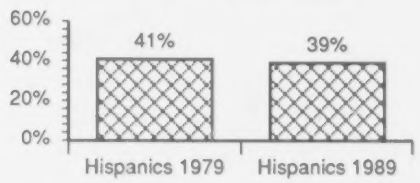
Median Family Income



% Female Headed Households

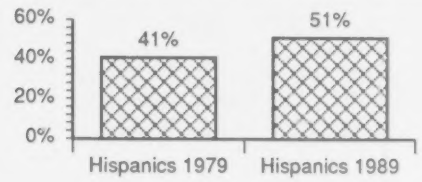


% Persons Below Poverty Level

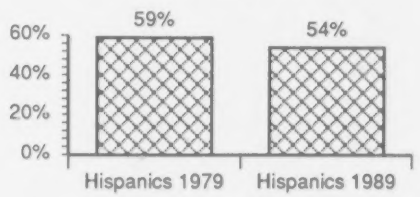


Gaps in Hispanic/Anglo Parity—El Paso

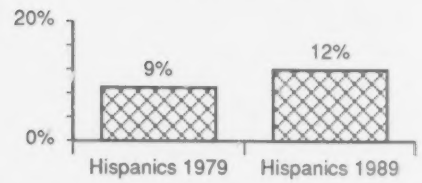
% 25 Year Olds with High School Ed. or More



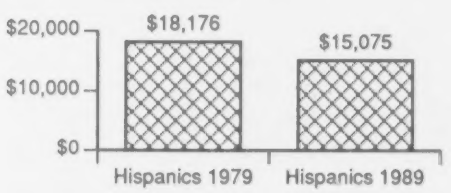
Labor Force Participation



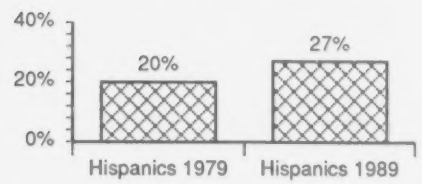
Unemployment Rate



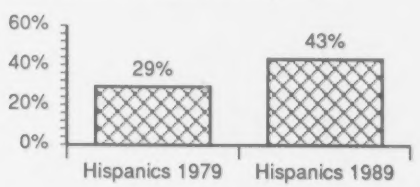
Median Family Income



% Female Headed Households



% Persons Below Poverty Level



Kansas City

Kansas City has strong historic, economic, and cultural ties to Latin America. Until 1881, the Santa Fe Trail, which served as this nation's principal commercial linkage to Mexico and Central America, had its northern terminus near Kansas City. But Mexican settlement in the region did not occur until the turn of the century when some of the workers who were imported on six-month contracts to labor as track hands for the railroads brought their families and set up homes in boxcar barracks. The Mexican population grew rapidly. Between 1900 and 1910 it rose from 233 to 9,827 individuals. However, in 1910 Blacks in Kansas City, Missouri, and Kansas City, Kansas, represented 32,852 of an overall population of 321,377. Hispanics were then and have continued to be the "minor" minority in Greater Kansas City.

In early Census counts, Mexicans in Kansas City were carried as "White", but they were not welcomed into the White mainstream. Although not subjected to the overt hostility that led to the deportation of 500,000 Mexicans and Mexican Americans from other U.S. cities in the 1930s, Mexican employment opportunities in Kansas City were limited to packing houses, railroads, hotels, and surrounding agriculture. They were generally treated with benign neglect and they remained isolated in their barrios.

Though isolated and neglected, the numbers of Hispanics increased. Their birth rates remained high, augmented by a steady flow of Mexican immigration that at any given time reflected the availability of jobs. More recently, Mexican immigrants have been joined by Central Americans who have been fleeing economic and political chaos in their countries. These immigrants are not absorbed into the long-standing informal job network. As a consequence, they suffer more serious problems of adaptation and adjustment at a time when unskilled jobs are disappearing.

World War II, military service and training, and the GI Bill opened doors and expanded the horizons of a good number of young Mexican American men from Kansas City. And the social movements of the '60s and '70s raised the expectations of the next generation. These two groups in combination gave rise to an emerging middle class and to a leadership cadre that began to demand that attention be paid to the needs of the local Hispanic communities.

A 1988 needs assessment of the Hispanic communities in Greater Kansas City found that, although the Hispanics of Kansas City are somewhat better off than Hispanics nationally, low educational levels and high dropout rates are critical problems. So too are high unemployment rates, teenage pregnancy, drug and alcohol abuse, a shortage of low-cost daycare, and a poor levels of service in almost all areas except health care.

Hispanic Community Organization

There is a long history of community organization within the Mexican enclaves, some of it rooted in the efforts of the Catholic Church, and there are some strong venerable institutions that serve internal community needs. The fact that the U.S. Hispanic Chamber of Commerce is based in Kansas City attests to the effectiveness and visibility of the Hispanic local leadership that emerged in the city after World War II. Yet it has been only during the last few decades that the Hispanic community has begun to affect the policy planning and thinking of the Kansas City mainstream leadership. For example, recently 12 Hispanic organizations formed a coalition to serve as a communications link and address issues of concern to Hispanics and the community in general. A task force was created to oversee community development in the historical barrio on the West Side. Hispanics have begun to develop an agenda that will permit them to influence the policies that affect their lives and futures in the region.

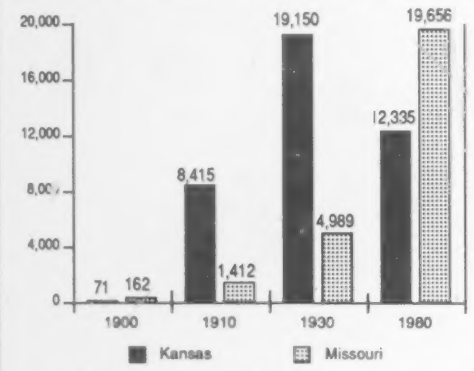
Hispanic Political Participation and Representation

The political participation of long-term residents is high. There is one elected Hispanic city council member in Kansas City, Kansas, and one in Kansas City, Missouri.

Business Interest in Hispanic Affairs

Treatment of Hispanics compared to Blacks is a concern in a city where Hispanics are a much smaller proportion of the population. Benign neglect is difficult to overcome. But business is beginning to recognize that Hispanic voices must be heeded, and first steps have been taken. A large business foundation was instrumental in the creation of a community foundation dedicated to Hispanic concerns, and another foundation has plans to mount a major demonstration in the barrio on the West Side. Perhaps most important, the local business and political leadership is realizing that it can no longer relate to Hispanics through one or two Hispanic spokespersons with whom it feels comfortable. There is now a diverse group of Hispanic leaders whose opinions and constituencies must be considered.

Hispanic Population of Greater Kansas City



Source: U.S. Bureau of the Census

Age of Hispanics in the Kansas City Metropolitan Area 1980

	Total Persons		Male		Female	
	Number	Percent*	Number	Percent*	Number	Percent*
9 or under	7,085	22	3,604	23	3,481	22
10 - 19	6,809	21	3,430	22	3,379	21
20 - 34	8,706	27	4,217	27	4,489	28
35 - 54	5,931	19	2,901	19	3,030	19
55 - 64	1,778	6	847	5	930	6
65 and over	1,511	5	660	4	851	5
Total	31,820	100	15,660	100	16,160	101

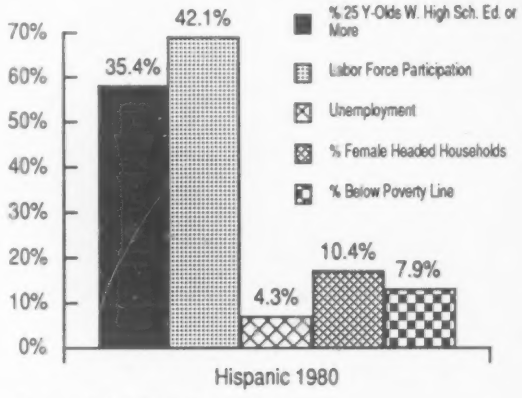
*may not add to 100% due to rounding.
Source: 1980 Census of Population

Years of School Completed Hispanics 25 Years Old and Over Kansas City Metropolitan Area, 1980

	Kansas		Missouri		SMSA	
	Number	Percent*	Number	Percent*	Number	Percent*
Elementary						
0-4 years	455	8	581	7	1,036	7
5-7 years	537	10	921	10	1,458	10
8 years	425	8	751	8	1,176	8
High School						
1-3 years	828	15	1,648	18	2,476	17
4 years	1,951	35	2,983	33	4,934	34
College						
1-3 years	759	14	1,282	14	2,041	14
4 or more years	591	11	784	9	1,375	9
Total	5,546	101	8,950	99	14,496	99

*may not add to 100% due to rounding.
Source: 1980 U.S. Census of Population.

Socio-economic Indicators for Kansas City (SMSA) Hispanics



Source: United States Census, 1980

Cities Ranked By Six Indicators -Best to Worst-

25-Year Olds and Over W/High School or More

Rank	City
1	San Francisco
2	Miami
3	Denver
3	San Diego
4	McAllen
4	El Paso
5	New York
5	Chicago
6	San Antonio
6	Phoenix
6	Houston
7	Los Angeles
8	Dallas

Labor Force Participation

Rank	City
1	Dallas
2	San Francisco
3	San Diego
4	Houston
4	Los Angeles
5	Phoenix
5	Miami
6	Denver
7	Chicago
8	McAllen
9	San Antonio
10	El Paso
11	New York

Unemployment Rate

Rank	City
1	San Diego
1	Miami
2	Dallas
2	Los Angeles
2	Chicago
2	McAllen
3	Houston
3	New York
4	San Francisco
4	Phoenix
5	San Antonio
5	El Paso
6	Denver

Median Family Income

Rank	City
1	San Francisco
2	Denver
3	San Diego
4	Phoenix
5	Miami
6	Los Angeles
7	McAllen
8	Chicago
9	Houston
9	Dallas
10	New York
10	San Antonio
11	El Paso

% of Families Below Poverty Level

Rank	City
1	San Francisco
2	Miami
3	Phoenix
4	Denver
4	San Diego
5	Los Angeles
6	Chicago
7	Houston
7	Dallas
8	San Antonio
9	New York
10	McAllen
11	El Paso

Female Headed Households

Rank	City
1	Dallas
2	Houston
3	Phoenix
4	McAllen
5	San Diego
6	Los Angeles
7	Miami
8	San Francisco
9	San Antonio
10	Chicago
11	El Paso
12	Denver
13	New York

Section III:

WORKING TOWARD PARITY BETWEEN HISPANICS AND ANGLOS

Why is Parity So Elusive?

Steps to Parity

Parity Issues

What Can Business Do?

What Can Hispanic Communities Do?

Why Is Parity So Elusive?

The fact that significant numbers of Hispanics are not achieving upward mobility is clear. What is not at all clear is *why*. Little has been done to discover what lies behind the data—why does the economic assimilation experience of so many Hispanic families differ from that of other immigrant families of similar socioeconomic background?

Many factors, singly and in endless combinations, have an impact on how Hispanics adapt to mainstream U.S. society. Some of the factors are outside the control of Hispanics. Majority attitudes, behaviors, practices and policies, as well as regional, national, and global economic realities, can serve to limit or increase the acceptance and participation of any group seeking to enter the mainstream.

It has been suggested that the following external factors have acted as barriers to Hispanic upward mobility:

- Discriminatory and exclusionary practices and processes based on race or ethnicity.
- Gerrymandering and other barriers to fair political representation.
- Neglect, benign and otherwise, on the part of the traditional helping agencies.
- Failure of the public education system to understand and respond to poor Hispanic parents and their children.
- Proliferation of programs that have supported dependence rather than self-sufficiency.
- Lack, until recently, of vigorous assistance from the Catholic Church comparable to the assistance it offered other Catholic immigrant populations.
- Gradual disappearance of low-skilled but well-paid manufacturing jobs.
- Urban overcrowding and housing patterns that isolate barrios from the overall community and exacerbate social problems such as drug use and AIDS.
- Lack of access to capital.

But some barriers that affect individual Hispanic or group prospects arise from a lack of education and skills, as well as attitudes, behaviors, and expectations within the Hispanic communities that may differ markedly from those of mainstream U.S. society.

The following internal factors—largely unrecognized and unexam-

ined by either Hispanics or non-Hispanics—have contributed to the academic difficulties of many Hispanic children in the U.S. school system. They have affected employment options and limited the political and civic participation of many Hispanic adults.

- Parental unfamiliarity with the need to involve themselves directly and personally in the U.S. schools their children attend.
- Parenting practices that do not facilitate early language development—a factor contributing to low educational achievement.
- Low educational expectations for Hispanic girls on the part of some families.
- Language barriers that affect new immigrants.
- Lack of confidence in or familiarity with institutional assistance or involvement.
- Suspicion of government.
- Lack of understanding of civic participation as practiced in the United States.
- The leadership vacuum that results from the community's powerlessness.
- Fear of the consequences of assertive behavior.
- Lack of cohesion around priorities and strategies.
- Breakdown of the traditional extended family networks.
- Increase in female-headed households in poverty.
- Lack of a strong Hispanic middle class familiar with the need to support and foster institutional development.
- Reluctance of some middle-class Hispanics to serve as role models and mentors.
- Lack, among some Hispanic groups, of a strong entrepreneurial background and tradition.

The above list is not presented with an intention to "blame" Hispanics. Rather it demonstrates that history, experience, and culture naturally produce different ways of viewing and handling reality.

Difference is not inherently bad or wrong. Indeed, the governance of our country is designed to protect difference and choice. Informed choice, however, requires that difference be recognized and its consequences examined.

Most immigrant groups have been assisted by a process of examination and adaptation. The Catholic Church, for example, played a strong role in guiding many groups of Catholic immigrants by reinforcing their familiar traditions while it simultaneously interpreted the new culture. It helped newcomers think through what they might choose to do to increase their chances of success in the United States.

Other groups were similarly aided by institutions such as settlement houses. But, until recently, little was done to help Hispanics through the adaptation process—to help them choose how or when or what they might wish to add to the

"...little has been done to help Hispanics choose how or when or what they might wish to add to the strong culture and traditions they bring with them to the United States."

"Many second- and third- generation Hispanics— not recent arrivals— continue to be isolated from the economic, political, and social mainstream."

strong culture and traditions they bring with them to the United States. In fact, experts in immigrant affairs frequently refer to Mexican immigrants as "the self-settling Mexicans."

"Self-settling" has the comforting ring of "self sufficiency and independence." Too often, however, it has promoted an isolation that has maintained the internal and external barriers to Hispanic economic assimilation. The barriers have been allowed to grow and to reinforce each other. Webs of misperception and misunderstanding have been created that obscure clear-cut cause and effect. Misperception and misunderstanding have encouraged the discrimination and prejudice that have hindered the fulfillment of Hispanic labor market potential, and have acted as barriers to the equitable participation of Hispanics in the life of the communities in which they live. Many second- and third-generation Hispanics — not recent arrivals — continue to be isolated from the economic, political, and social mainstream.

What Does the Future Hold?

Until Hispanics and non-Hispanics commit themselves to serious examination and analyses of the barriers that divide them, those barriers will continue to grow. Parity will remain an elusive goal, and intergroup relationships will become ever more tense and troubled. But it need not be so. This nation's history of incorporating diverse immigrant groups is proof that it is possible to incorporate difference and to adapt to change.

At a time when nations around the globe are breaking up on shoals of ethnic enmity and suspicion, the United States must keep its pluralistic union strong, it must draw upon the experience of its past, and it must act upon its convictions.

Steps to Parity

When a community commits itself to achieving Hispanic/Anglo parity, what steps must it take?

Step One — Achieving parity requires frequent and open communication between Hispanics and non-Hispanics. Responsible Hispanic and non-Hispanic leaders in the community, business, political, and education sectors must come together in a process where they put aside preconceptions and devote time to objective understanding of each other's needs.

Parity Issues

Every community is *sui generis.*

Each local alliance of Hispanic and non-Hispanic business persons, educators, and political and community leaders interested in working toward Hispanic/non-Hispanic parity must forge strategic plans appropriate to its local realities. Nevertheless, a number of key issues emerged repeatedly during the market presentations and deliberations of the 1989 and 1990 Aspen Seminars. These issues are outlined on the following pages.

While all parties to local alliances for parity must work in close concert to achieve success, major responsibility for some matters logically rests with particular players. Therefore, the issues that arose most frequently over the course of the two seminars were organized by the participants into a list of concerns that could be addressed most effectively by the business community, on the one hand, and by Hispanics within their own communities, on the other.

The listings are presented for descriptive rather than prescriptive purposes. They do no more than provide a place to start thinking — a list to expand or shorten. Nonetheless, participants felt strongly about the issues they identified, and an effort has been made to capture and convey the depth of their convictions. And there is a positive power to passion. It is vital that passionate concern be translated into action, although the issues that the communities see as crucial will not be identical.

Step Two — Achieving parity demands serious examination and analyses of the barriers that divide Hispanics and non-Hispanics in the local community.

Step Three — Achieving parity calls for the development of realistic and practical action strategies to promote Hispanic/non-Hispanic parity by the year 2000.

Step Four — Achieving parity requires that progress be tracked. Timetables and monitoring mechanisms must be established to evaluate the outcomes, to make mid-course corrections, to inspire local participation, and to maintain momentum.

How Local Business Can Play a More Effective Role in Overcoming Barriers to Parity

The Targets

- Education
- Employment and advancement at all levels
- Philanthropy
- Leadership development
- Corporate board membership
- Entrepreneurial and other initiatives to promote ownership and the acquisition of assets
- Combatting prejudice and discrimination
- Affecting public policy

"Local flawed education systems must be fixed, and business has no choice but to participate in the repair."

Education

The appallingly low achievement levels of poor youth have been well documented. Less understood, but no less alarming, is the low educational attainment of all U.S. youth compared to youth in other developed nations. If the schools are not educating the middle class for whom they are allegedly designed, what hope is there for the disadvantaged?

Local business has a vested interest in assuring that local education systems prepare individuals with a basic education and the reasoning skills required by the local market. At present, many school systems are not meeting the needs of business. Business would promptly replace an inadequate supplier of goods or equipment with a firm better able to deliver a quality product. But entire local education institutions and the children they serve cannot be written off so easily. Abandoning them in favor of workers and managers prepared in superior systems is neither a practical nor popular option.

Local flawed education systems must be fixed, and business has no choice but to participate in the repair.

Business, as a key and influential player, must cooperate with educators and parents to promote the systemic change that can make education work. This means starting with the very youngest to assure that they are ready to learn when they enter kindergarten. It means assuring that K-through-12 is providing children with the knowledge they need. It means assisting unskilled youth to acquire the skills necessary to find and retain jobs.

It means involvement with policy, it means involvement with resource allocation — and it means taking time to work with individuals and groups who need to know that somebody cares.

Perhaps most important, it means helping to reestablish the circle of accountability among schools, parents, students, business, and the community that was in the past the bedrock and strength of our education institutions.

Part of that vital circle of accountability is the reasonable expectation on the part of youths that fulfillment of their educational responsibility will result in employment.

Employment

Few will work hard and strive toward goals that are patently impossible to achieve. Business must demonstrate and communicate to the Hispanic community the fact that it wishes to develop a labor force that reflects — at all levels — the population mix of the local community. Workers have to believe that they are welcome, and managers must know that there is fair opportunity for advancement.

Timetables have to be set and methods for measuring progress have to be put in place. If communities truly want to integrate Hispanics into the economic mainstream, diversity has to be accepted and

advancement-on-merit has to be within the realm of possibility.

Internal and external training programs must be supported, and extremely difficult questions that affect the working poor—the inadequate minimum wage, part-time work without benefits, and frequent employee turnover that obviates qualification for benefits — must be confronted and resolved.

In addition, business must pay more attention to the realities of its employees' lives. What happens when there is no available, affordable housing for employees in the inner city or in the suburb where the business may be located? What happens when there is little or no public transportation for inner-city employees who must commute to the suburbs to work? What happens when both husbands and wives must travel long hours between home and the workplace? Since there is little affordable childcare and eldercare, who is watching the children and tending the senior citizens?

Business must ask itself how it can help families balance their work and family responsibilities.

Philanthropy

Part of helping families balance work and family responsibility hinges on the availability of support services and housing. Business might review its philanthropic priorities in that light. Can it make the traditional United Way agencies more responsive to Hispanic needs? Can it influence United Way to include more Hispanic organizations in its funding patterns? Can it support low-income housing initiatives if it finds that its employees have no place to live? Should it look to ways to leverage childcare and eldercare dollars so that services are more accessible and available?

And most important, can business offer relevant support to the Hispanic community and the religious organizations that are closest to Hispanic citizens? Most of these groups are minimally funded. Can business offer multi-year grants to promote stability? Can it establish mechanisms to deal with cash-flow problems? Can it consider reasonable overhead allowances? Can it offer non-intrusive technical assistance to help organizations better manage resources or achieve a particular goal, such as sponsorship of a housing development? Can business support the emergence of local Hispanic leadership?

"Business must ask itself how it can help families balance their work and family responsibilities."

Leadership Development

Hispanic isolation is perpetuated by the absence of strong Hispanic representation in the public and private institutions that control the economic and social life of local communities. Many non-Hispanic community leaders do not understand their local Hispanic communities because they rarely interact with Hispanics as peers.

Leadership development, therefore, is as much a matter of developing non-Hispanic leadership as it is a matter of developing Hispanic leadership.

One frequently hears that ma-

"Many non-Hispanic community leaders do not understand their local Hispanic communities because they rarely interact with Hispanics as peers."

"It behooves business to look to ways through which it can provide more local citizens with a stake in the economy and in the future of the communities in which they live."

jority institutions are interested in Hispanic representation but simply cannot find appropriate candidates. They don't know whom to ask and they don't know where to look.

Qualified Hispanics exist in all communities. Business must make the effort to create and participate in forums in which Hispanics and non-Hispanics can meet, work together, take each other's measure, and choose those with whom they wish to have on-going relationships. The "old boy" networks need to be better integrated. Small executive seminars on subjects of general concern to the community, such as education, transportation, new business, are effective vehicles for bringing together the leaders of community-based organizations, corporate leaders, elected and appointed officials, and representatives of the education, health and other agencies that serve the general community of which Hispanics are a part.

- Business can encourage the placement of its line staff on the boards of community-based organizations.
- Business can support internal training opportunities for Hispanic staff, and it can urge all employees to be active in civic affairs.
- Business can appoint Hispanics to advisory committees.

The initiatives described above can provide both business and Hispanic leadership with hands-on opportunities to understand each other. And when reasonable levels of confidence and familiarity have been achieved, there is no reason why business should not be prepared to promote the appointment of Hispanics to corporate and civic boards and to support Hispanic candidates for political office.

Entrepreneurship and Ownership

Census data indicate that the gaps between both the rich and the poor and the rich and the middle class are wider now than at any other time since the end of World War II. Disparities in after-tax income have widened so much in recent years that by 1990 the combined incomes of the richest 2.5 million Americans equaled the combined incomes of the 100 million Americans with the lowest incomes. The upward mobility of the middle class is stalled. The children of the middle class are unlikely to equal their parents' accumulation of assets. The poor are even less likely to achieve aspects of the American dream — home ownership, business ownership, savings and investments, or a comfortable pension. Not all of the problems attendant on these income disparities can be effectively addressed at the local level. Nonetheless, the local business community can promote significant change.

Extremes of wealth and poverty undermine communities. Nor is a climate of conflict, violence, envy and hopelessness a climate conducive to business. It behooves

business, therefore, to look to ways — such as venture capital funds and technical assistance for small business, profit sharing plans, and contracting arrangements — through which it can provide more local citizens with a stake in the economy and in the future of the communities in which they live.

Combating the Re-emergence of Racism

Perhaps no area is more worthy of business concern than the destructive and destabilizing racial and ethnic prejudice, discrimination, and violence erupting today in major metropolitan centers. And it is not all taking place down these mean streets. Increasingly — even in polite company — it is becoming "acceptable" to make bigoted comments.

Communities that divide themselves sharply along racial and ethnic lines are not communities that will succeed in integrating Hispanics or any other group into their economic mainstreams. In fact, they are communities at risk of destroying all sense of community.

Business leaders must take a stand. Business leaders must reaffirm the values of a pluralistic society, and consider support for programs that promote tolerance and understanding, as well as programs that can mediate community disputes and help groups work through their differences.

Affecting Public Policy

Almost all the areas discussed above are affected by public policy, and business can exert strong influence on policy when it chooses to do so.

Historically, and logically, business largely has focused its attention on those matters that directly relate to its bottom line. However, the bottom line increasingly is affected by issues that rarely have been considered to be directly within the scope of business interests. For example, education, transportation, childcare, eldercare, affordable housing, and drugs are all impinging on the workplace.

Business leaders must become informed, take positions, and act.

"Business leaders must reaffirm the values of a pluralistic society."

How Hispanic Communities Can Help Themselves

The Targets

- Improvement in education achievement
- Political participation
- Development of economic stability and wealth
- Civic participation
- Organization of the Hispanic middle class
- Building unity within the Hispanic community
- Family stabilization

"Hispanic parents care deeply about their children's futures."

Education Achievement

The gulf between many Hispanic families and the schools their children attend is wide and deep. School personnel are often frustrated by what they perceive as Hispanic parents' lack of interest and their failure to participate in their children's education. Educators do not understand that most Hispanic parents care deeply about their children's futures and are as baffled by the children's poor academic performances and high dropout rates as are educators.

There is no question but that the schools have a responsibility to respond to the realities and aspirations of Hispanic parents and children. On the other hand, Hispanic parents have an obligation to help the schools meet their responsibility. For historical and cultural reasons, few Hispanics are aware that they should involve themselves in their children's formal education.

In Latin American countries the role of the school and the role of the parents are sharply delineated. Parents are not supposed to involve themselves in their children's formal education. They are expected to impart family values and to send well behaved, well disciplined students to the schoolhouse.

Most immigrant parents--and many second- and third-generation parents as well—do not realize that the U.S. system has different expectations. The system expects children to arrive in kindergarten with certain basic skills—knowing colors, shapes, letters, numbers—and, most important, it expects children to have a broad vocabulary and easy verbal facility. Many Hispanic children arrive in school without the tools they need to compete; many begin to fall behind before they have a chance to move ahead.

Recent research and demonstration studies have clearly shown that when Hispanic parents are made familiar with the expectations of the U.S. school system, they rapidly respond and add new parenting practices to the strong traditional base they inherited from their parents and grandparents.

Hispanic parenting practices are most effectively addressed by Hispanics. Therefore, it is Hispanic leadership that must take responsibility for bringing the following message to Hispanic families:

In the United States parents are expected to be their children's first teachers and they must undertake the activities that promote language acquisition.

After children have enrolled in school in the United States, parents are expected to involve themselves directly at home and at school in the education of their children.

In the United States, parents are expected to participate in activities that benefit the entire school.

In the United States, parents who want to keep the system accountable to them and their needs must vote in school elections and must involve themselves in the policy-making bodies that determine how schools are to educate and relate to the communities they serve.

Hispanic leadership and Hispanic organizations must promote community support and participation in comprehensive family-based programs, parenting programs, school/parent partnership programs, preschool programs, enrichment programs, mentoring programs, work/study programs, and programs that lead to post secondary opportunities.

Because 65 percent of Hispanic children lack adequate skills, promoting the direct involvement of Hispanic parents in schools and in education-related projects must become a priority of Hispanic leaders and Hispanic community-based organizations.

Political Participation

Exercising the power of the ballot box is a potent way to influence the course of change. For this reason, Hispanics must work to remove obstacles—like gerrymandering—to Hispanic political power. And when the obstacles have been removed, Hispanic leadership must mobilize Hispanics to register and vote.

Participation in political parties offers another avenue of influence. But the influence one wields in a party is not unrelated to the number of voters claimed in one's camp. It is, therefore, to the advantage of the Hispanic community to promote the naturalization of those who have opted for permanent residency.

It is the responsibility of the Hispanic community to keep all elected and appointed public officials accountable, and it is the responsibility of the Hispanic community to identify Hispanic candidates of substance, nominate them, elect them, and keep them accountable.

It may also be time for Hispanic communities to evaluate the potential and the limitations of political representation. Political representation can play a key role in the health and progress of the community. However, experience has demonstrated that the representative himself or herself, and how well he or she performs, is what makes the difference.

Hispanic communities must become ever more sophisticated in their choice of candidates. At the same time, Hispanic leadership must seriously consider whether political representation alone offers sufficient clout and influence to promote change.

If Hispanics are to wield influence commensurate with their numbers, must they not seek ways to transfer their growing political power into economic power as well?

"Must Hispanics not seek ways to transfer their growing political power into economic power as well?"

Developing Economic Stability and Wealth

Societal influence in the United States rests on the pillars of political and economic power. Hispanics are beginning to achieve political representation, but they remain far removed from the accumulation of wealth.

Hispanic leaders need to think about the development of short- and long-term economic strategies.

"Hispanic leaders need to think about the development of short- and long-term economic strategies."

"It is the responsibility of Hispanic leadership to organize its middle class."

They need to consider how they can leverage their consumer power, how they can identify and use capital, how they can penetrate corporations, and how they can prepare themselves to take advantage of the new common market opportunities.

Hispanic communities cannot afford to let the economic shape of the future be designed without their active participation.

Civic Participation and the Organization of the Middle Class

Latin American societies are based on family ties, responsibilities, and obligations. Within the context of the traditional network, Hispanics are remarkably generous with their time and resources.

When Hispanics come to the United States, they are unfamiliar with the "secondary institutions" that organize much of life in U.S. society. Reluctant to involve themselves in the unknown, they tend to recreate the primary institution of the traditional and familiar extended-family support systems as best they can.

Because the family networks are private, they go largely unnoticed. As a consequence, the non-Hispanic society perceives Hispanics as a clannish lot who have little interest in contributing to the communities in which they live.

The extended family that offers strength and support is a model that the non-Hispanic society might want to espouse; certainly Hispanic communities should work to preserve it. But membership in an extended family does not preclude participation in institutional networks, and Hispanics must recognize the need to make themselves part of the institutional fabric of the greater community.

Hispanic leadership must point the way, promoting the options of volunteering, becoming active in organizations, supporting issues and causes that may or may not be "political," and organizing against anti-social threats such as drugs and crime, in much greater numbers than ever before.

All Hispanics can participate on some level, but those who are most likely to have the time and resources are members of the Hispanic middle class. In many communities, this is the group least in evidence. It is the responsibility of Hispanic leadership to organize its middle class in support of both Hispanic and mainstream institutions.

It is difficult to convince successful non-Hispanics to attend to Hispanic needs when successful Hispanics appear unconcerned with the condition of the less fortunate and are not participating fully in the institutional life of the local community.

Building Unity Within the Hispanic Community

Hispanics are not a homogeneous group. United by language and culture, they are divided by class, country of origin, and the time and nature of their arrival.

Hispanics are under no obliga-

tion to erase or deny these differences. However, from the practical standpoint of exerting influence relative to their numbers, it behooves Hispanic leadership to look for ways to build coalitions around mutual agendas.

Family Stabilization

It is Hispanics themselves who are most qualified to celebrate the strengths of Hispanic culture. But the harsh realities and pressures of poverty in the inner city have weakened the primary structure of the extended family. Today more than half of mainland Puerto Rican children are living in single-parent homes, 65 percent of which are poor. The poverty rates of female-headed families are lower in other Hispanic communities but they are steadily increasing.

Poverty brings with it a debilitating array of practical and personal problems. If left unattended, they fester and feed upon each other.

Poor Hispanics, whose problems are many, are one of the groups in society least likely to seek assistance, in part because Hispanics are reluctant to reveal personal matters outside the extended family, in part because the helping agencies may be insensitive to Hispanic needs.

Hispanic leadership must raise the consciousness of the helping agencies and prevail upon them to offer relevant service.

Hispanic leadership must convince families to seek the treatment they need. Hispanic leaders are in the best position to analyze and confront the cultural conflicts that may be damaging Hispanic adults and children.

Hispanic leadership must assure that Hispanics do not become victims of themselves or others. By definition, victims are losers. Hispanics must mobilize to maintain the tradition of strong, successful families, and to empower those families to use services when appropriate.

Finally, Hispanic leadership must encourage the spiritual growth and confidence that will inspire our youth to dare to dream and pursue success. Parity is but the first step. Ultimately our goal must be to assure that all citizens enjoy equitable opportunities. We must prepare ourselves to contribute to the evolution of ***a more perfect union.***

Section IV:

APPENDIX

Percent 25 Years Old and Older High School Graduate or More
The percentage of all persons 25 years of age or older who have completed at least four years of high school.

Labor Force Participation Rate
The percentage of all persons 16 years of age and older who either were employed during the week of the survey or, if unemployed, had looked for work during the prior four weeks and were available to work. It measures the degree of active involvement or interest in the work world.

Unemployment Rate
The percentage of those 16 years of age or older who were not employed during the survey week but had looked for a job during the prior four weeks and were available to accept work. It measures the unemployment rate among those actively participating in the labor force.

Population Employment Ratio
The percentage of all persons 16 years of age or older who were employed during the week of the survey. This indicator reflects the overall unemployment rate, including those discouraged workers not actively seeking employment.

Median Annual Family Income
The amount which divides all families into two equal sized groups, one having incomes above the median value and one having incomes below the median value. The income figures reflect family income for the year prior to the survey. The 1979 income figures have been adjusted to a constant dollar value using the Urban Consumer Price Index to calculate the value 1979 dollars would have had in 1987. (The 1979 dollar had lost 48.7 percent of its value by the end of 1987, due to inflation.)

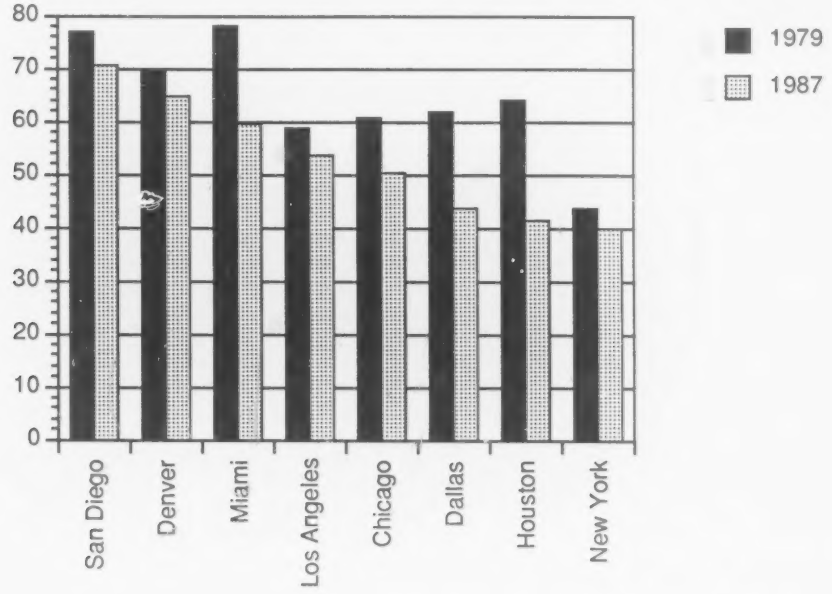
Median Weekly Individual Earnings
The amount which divides all individual earners within each of the age groups, 16-to-34 and 35-to-65, into two groups—one having income above the median value and one having incomes below the median value. The weekly amounts were achieved by dividing annual earnings for the prior year by 52 weeks. The 1979 income figures have been adjusted to a constant dollar value using the Urban Consumer Prince Index to calculate the value 1979 dollars had in 1987.

Percent Owner-Occupied Housing Unit
The percentage of all year-round occupied housing units in which the usual resident is the owner of the unit.

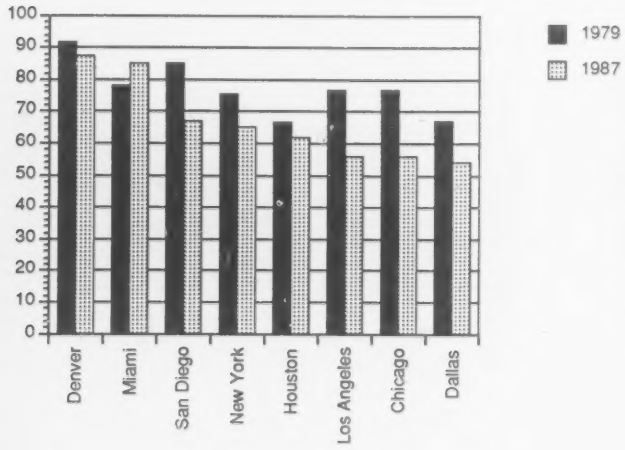
Percent Female-Headed Household with Children
The percentage of all households in which the adult female owns or rents the unit in her name, has her own child or children under 18 living with her, with no husband present.

Percent Below Poverty Level
Refers to persons, rather than to family or household units. However, all family members and unrelated individuals are classified as below or above the poverty level, based on household income in the prior year.
Poverty is measured by an index which provides a range of income cut-offs or "poverty thresholds" which vary with family size, number of children, and age of family householder. For a family of four, for example, the threshold for poverty was $12,092 in 1988.

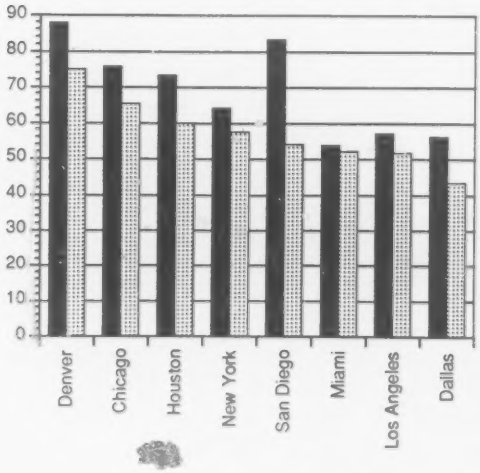
HISPANIC MEDIAN FAMILY INCOME AS A PERCENTAGE OF WHITE MEDIAN FAMILY INCOME, FOR SELECTED METROPOLITAN AREAS, 1987 vs. 1979
(in constant 1987 dollars)



HISPANIC MEDIAN WEEKLY EARNINGS AS A PERCENTAGE OF WHITE MEDIAN WEEKLY EARNINGS, AGES 16 - 34, FOR SELECTED METROPOLITAN AREAS
1987 vs. 1979



HISPANIC MEDIAN WEEKLY EARNINGS AS A PERCENTAGE OF WHITE MEDIAN WEEKLY EARNINGS, AGES 35 - 65, FOR SELECTED METROPOLITAN AREAS
1987 vs. 1979



Hispanics in the United States

America's Hispanic population is a diverse, rapidly-growing group of persons whose origins are Mexico, Puerto Rico, Cuba, Dominican Republic, Central or South America, or Spain. Between 1980 and 1989, when the non-Hispanic population increased by less than 8 percent, the Hispanic population grew by 39 percent. Immigration accounted for one half of the Hispanic increase. This short profile describes the social and economic characteristics of Hispanics in the United States and the groups that together form the Hispanic population.

Origin

By 1989, the Hispanic population exceeded 20 million persons. Six of 10 Hispanics or 12.6 million were of Mexican origin, 2.3 million were of Puerto Rican origin, 1.1 million were of Cuban origin, 2.5 million were of Central or South American origin, and 1.6 million reported other Hispanic origins. Two thirds of all Hispanic Americans lived in just three states — California, Texas, and New York.

The Hispanic Family

Hispanics were more likely to live in families than were non-Hispanics: 8 of 10 Hispanic households, compared with 7 of 10 non-Hispanic households, were families. But Hispanic families were less likely to be maintained by a married couple (70 percent) than were non-Hispanic families (80 percent) and were more likely to be maintained by a man or woman with no spouse present. Despite proportionately fewer married couple families, Hispanic families tended to be larger than non-Hispanic families. About half of Hispanic families had four or more members, compared with one third of non-Hispanic families.

Education

Although Hispanics have made progress, they still lag behind non-Hispanics in education. About 60 percent of Hispanic young adults (25-34 years old) had completed 4 years of high school or more, compared with 89 percent of non-Hispanic young adults. Eleven percent of Hispanic young adults and 26 percent of non-Hispanic young adults had completed 4 years or more of college.

Jobs

Unemployment was 50 percent higher among Hispanics than among non-Hispanics. In March of 1989, when non-Hispanic adults experienced unemployment rates of 5.2 percent, unemployment among Hispanic adults was 7.8 percent. Among Hispanics with jobs, a higher proportion worked in lower paying jobs, which may also be less stable, than did non-Hispanics. Over half of employed Hispanic men and one third of non-Hispanic men were employed in service occupations; farming, forestry, and fishing, or as operators, fabricators, and laborers.

Income

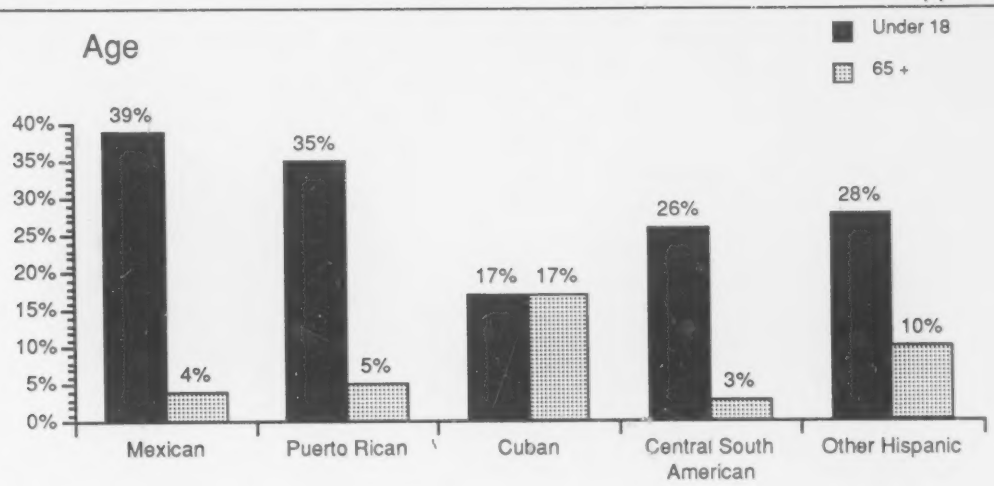
The lower educational levels and the concentration of Hispanics in lower-paying occupations both contribute to disparity in income and earnings between Hispanics and non-Hispanics. Median family income for Hispanics was two thirds that of non-Hispanics. Among men with earnings in 1988, 35 percent of Hispanics and 25 percent of non-Hispanics earned less than 10 thousand dollars, and 22 percent of Hispanics and 43 percent of non-Hispanics earned 25 thousand dollars or more. A similar pattern exists among women. Among Hispanic groups, Mexican-origin women earned the least.

In 1988, 27 percent, or 5.4 million persons of Hispanic origin, were living in poverty. In contrast, the poverty rate for non-Hispanics was 12 percent. About one of every six persons living in poverty was Hispanic. One half of all Hispanics living in poverty were under 18 years old. Hispanic children represent 11 percent of all children in the United States but constituted 21 percent of all children living in poverty. Consequently, Hispanics were twice as likely as non-Hispanics to receive government assistance (Aid to Families with Dependent Children, General Assistance, Supplemental Security Income, Medicaid, food stamps, or housing assistance). One third of Hispanics had some type of benefits between 1984 and mid 1986 and 15 percent received assistance each month. If the value of food stamps is added to money income, then 1 out of 5 Hispanics experienced 1 or more months when at least half of their income came from cash assistance and/or food stamps.

The data shown on page 67 are primarily estimates from the Current Population Survey for March 1989 and earlier years. Information on participation in government assistance programs is from the 1984 panel of Survey of Income and Program Participation.

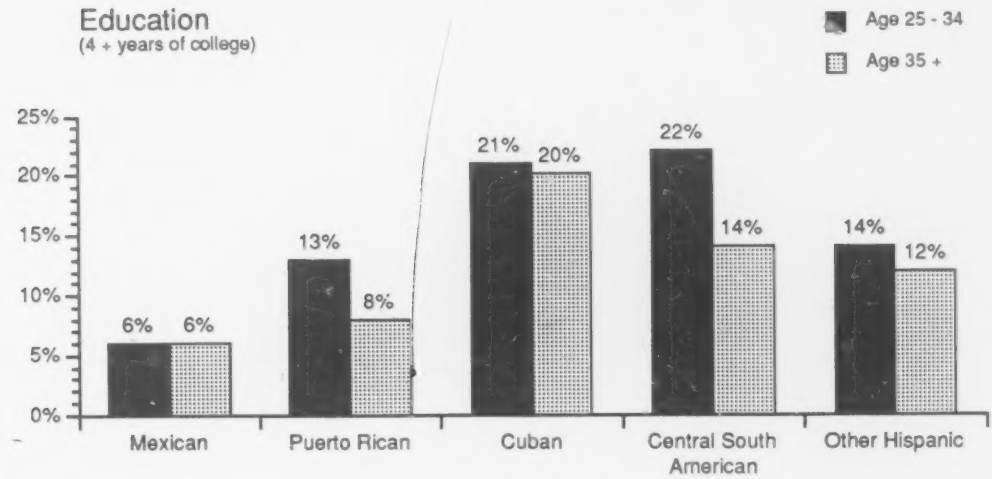
Source: SB-4-90, issued March 1990, U.S. Department of Commerce, Bureau of the Census

Age

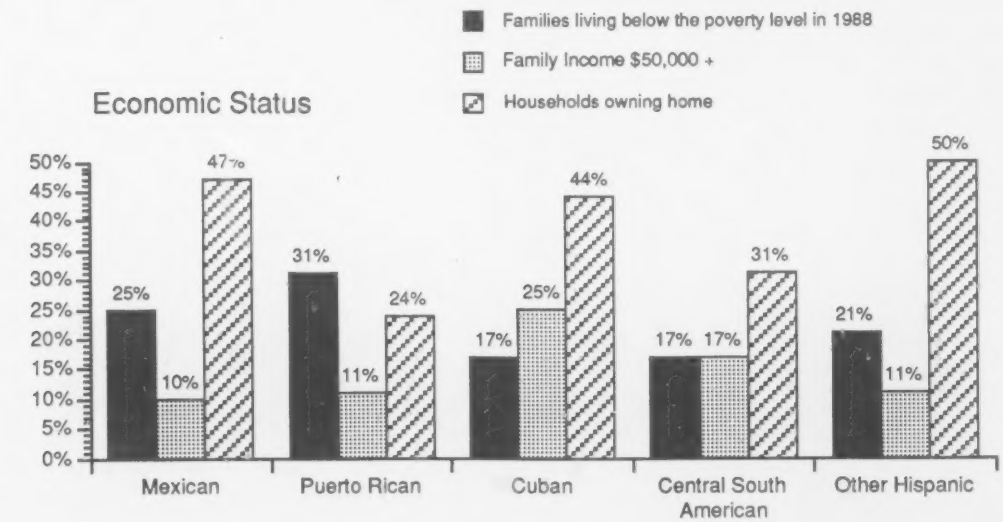


Education

(4 + years of college)



Economic Status



Chicago 1989

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$41,274	$19,600	$20,700
Median Weekly Individual Earnings	$423	$346	$250
% Persons Below Poverty Level	6%	38%	29%
Population Employment Ratio	63%	46%	59%
Labor Force Participation	66%	56%	63%
Unemployment Rate	4%	18%	6%
% Female Headed Households	14%	59%	26%
% 25 Y-Olds w/High Sch. Ed. or More	83%	71%	48%
% of Homeowners	64%	34%	36%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	3,770,269	1,365,569	738,485	222,029	6,096,352
Percentage of the Total	62%	22%	12%	4%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1987,1988,1989

Chicago 1980

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$26,355	$14,010	$16,000
Median Weekly Individual Earnings	$262	$231	$192
% Persons Below Poverty Level	5%	39%	19%
Population Employment Ratio	62%	46%	61%
Labor Force Participation	66%	55%	68%
Unemployment Rate	7%	16%	11%
% Female Headed Households	12%	57%	20%
% 25 Y-Olds w/High Sch. Ed. or More	76%	57%	37%
% of Homeowners	69%	40%	33%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	5,166,279	1,385,258	479,721	124,075	7,155,333
Percentage of the Total	72%	19%	7%	2%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1980,1981

Dallas 1989

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$43,750	$23,000	$19,000
Median Weekly Individual Earnings	$442	$269	$192
% Persons Below Poverty Level	5%	17%	30%
Population Employment Ratio	70%	67%	68%
Labor Force Participation	73%	76%	73%
Unemployment Rate	3%	12%	6%
% Female Headed Households	9%	37%	11%
% 25 Y-Olds w/High Sch. Ed. or More	90%	78%	37%
% of Homeowners	60%	35%	33%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	1,604,958	431,595	375,767	58,378	2,470,698
Percentage of the Total	65%	17%	15%	2%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1987,1988,1989

Dallas 1980

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$25,400	$13,000	$15,650
Median Weekly Individual Earnings	$240	$162	$154
% Persons Below Poverty Level	5%	30%	21%
Population Employment Ratio	70%	61%	79%
Labor Force Participation	73%	67%	80%
Unemployment Rate	4%	9%	1%
% Female Headed Households	10%	39%	19%
% 25 Y-Olds w/High Sch. Ed. or More	77%	56%	30%
% of Homeowners	64%	40%	34%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	1,356,536	273,175	182,057	18,729	1,830,497
Percentage of the Total	74%	15%	10%	1%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1980,1981

Denver 1989

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$38,595	***	$24,962
Median Weekly Individual Earnings	$385	***	$308
% Persons Below Poverty Level	7%	***	24%
Population Employment Ratio	68%	***	54%
Labor Force Participation	71%	***	64%
Unemployment Rate	5%	***	15%
% Female Headed Households	21%	***	39%
% 25 Y-Olds w/High Sch. Ed. or More	91%	***	58%
% of Homeowners	62%	***	56%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	1,207,393	120,100	200,235	30,852	1,558,580
Percentage of the Total	77%	8%	13%	2%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1987,1988,1989

Denver 1980

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$26,780	***	$18,600
Median Weekly Individual Earnings	$250	***	$231
% Persons Below Poverty Level	5%	***	18%
Population Employment Ratio	71%	***	64%
Labor Force Participation	74%	***	68%
Unemployment Rate	4%	***	6%
% Female Headed Households	12%	***	18%
% 25 Y-Olds w/High Sch. Ed. or More	87%	***	57%
% of Homeowners	68%	***	62%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	1,242,445	61,409	164,451	59,081	1,527,386
Percentage of the Total	81%	4%	11%	4%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1980,1981

Houston 1989

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$46,124	$18,292	$19,000
Median Weekly Individual Earnings	$442	$308	$226
% Persons Below Poverty Level	7%	37%	30%
Population Employment Ratio	64%	51%	61%
Labor Force Participation	67%	62%	65%
Unemployment Rate	5%	17%	7%
% Female Headed Households	10%	44%	12%
% 25 Y-Olds w/High Sch. Ed. or More	88%	72%	45%
% of Homeowners	66%	35%	37%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	2,204,122	590,298	668,391	119,853	3,582,664
Percentage of the Total	62%	16%	19%	3%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1987,1988,1989

Houston 1980

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$26,650	$15,212	$17,000
Median Weekly Individual Earnings	$269	$196	$192
% Persons Below Poverty Level	5%	26%	19%
Population Employment Ratio	70%	65%	67%
Labor Force Participation	73%	72%	70%
Unemployment Rate	4%	10%	5%
% Female Headed Households	14%	44%	9%
% 25 Y-Olds w/High Sch. Ed. or More	79%	62%	38%
% of Homeowners	64%	42%	39%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	1,698,418	473,606	341,335	25,524	2,538,883
Percentage of the Total	67%	19%	13%	1%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1980,1981

Los Angeles 1989

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$41,100	$25,000	$22,030
Median Weekly Individual Earnings	$452	$385	$231
% Persons Below Poverty Level	7%	22%	25%
Population Employment Ratio	64%	58%	62%
Labor Force Participation	67%	61%	64%
Unemployment Rate	4%	6%	6%
% Female Headed Households	16%	44%	19%
% 25 Y-Olds w/High Sch. Ed. or More	90%	83%	43%
% of Homeowners	56%	39%	56%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	3,661,238	1,017,329	3,193,045	911,395	8,783,007
Percentage of the Total	42%	12%	36%	10%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1987,1988,1989

Los Angeles 1980

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$25,596	$14,524	$15,000
Median Weekly Individual Earnings	$261	$200	$167
% Persons Below Poverty Level	7%	22%	20%
Population Employment Ratio	63%	56%	62%
Labor Force Participation	66%	64%	68%
Unemployment Rate	4%	12%	9%
% Female Headed Households	16%	50%	19%
% 25 Y-Olds w/High Sch. Ed. or More	84%	67%	39%
% of Homeowners	57%	50%	40%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	4,053,343	926,027	1,810,181	541,765	7,331,316
Percentage of the Total	55%	13%	25%	7%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1980,1981

Miami 1989

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$37,924	$16,220	$22,500
Median Weekly Individual Earnings	$358	$231	$240
% Persons Below Poverty Level	10%	37%	20%
Population Employment Ratio	61%	55%	60%
Labor Force Participation	62%	62%	64%
Unemployment Rate	3%	11%	5%
% Female Headed Households	12%	40%	20%
% 25 Y-Olds w/High Sch. Ed. or More	88%	56%	60%
% of Homeowners	64%	44%	59%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	554,032	476,164	1,079,421	41,206	2,150,823
Percentage of the Total	26%	22%	50%	2%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1987,1988,1989

Miami 1980

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$18,574	$13,630	$14,512
Median Weekly Individual Earnings	$221	$163	$154
% Persons Below Poverty Level	12%	31%	26%
Population Employment Ratio	56%	65%	59%
Labor Force Participation	58%	67%	64%
Unemployment Rate	4%	4%	8%
% Female Headed Households	20%	47%	19%
% 25 Y-Olds w/High Sch. Ed. or More	79%	60%	48%
% of Homeowners	56%	39%	48%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	600,447	419,632	625,396	50,996	1,696,471
Percentage of the Total	35%	25%	37%	3%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1980,1981

New York 1989

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$40,224	$20,841	$16,000
Median Weekly Individual Earnings	$481	$327	$280
% Persons Below Poverty Level	8%	30%	37%
Population Employment Ratio	56%	50%	48%
Labor Force Participation	58%	53%	52%
Unemployment Rate	3%	5%	7%
% Female Headed Households	13%	52%	46%
% 25 Y-Olds w/High Sch. Ed. or More	80%	68%	48%
% of Homeowners	43%	26%	12%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	4,145,178	1,791,435	1,712,023	420,871	8,069,507
Percentage of the Total	51%	22%	21%	5%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1987,1988,1989

New York 1980

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$22,638	$12,276	$9,853
Median Weekly Individual Earnings	$250	$202	$179
% Persons Below Poverty Level	8%	33%	37%
Population Employment Ratio	54%	46%	43%
Labor Force Participation	58%	54%	48%
Unemployment Rate	7%	16%	11%
% Female Headed Households	14%	54%	45%
% 25 Y-Olds w/High Sch. Ed. or More	68%	61%	40%
% of Homeowners	42%	29%	17%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	4,449,081	1,807,374	1,343,053	322,833	7,922,341
Percentage of the Total	56%	23%	17%	4%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1980,1981

San Diego 1989

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$34,080	***	$24,122
Median Weekly Individual Earnings	$369	***	$220
% Persons Below Poverty Level	8%	***	24%
Population Employment Ratio	60%	***	63%
Labor Force Participation	62%	***	67%
Unemployment Rate	4%	***	5%
% Female Headed Households	19%	***	18%
% 25 Y-Olds w/High Sch. Ed. or More	90%	***	58%
% of Homeowners	57%	***	44%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	1,575,048	46,596	499,611	153,074	2,274,329
Percentage of the Total	69%	2%	22%	7%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1987,1988,1989

San Diego 1980

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$23,002	***	$17,711
Median Weekly Individual Earnings	$212	***	$173
% Persons Below Poverty Level	6%	***	16%
Population Employment Ratio	62%	***	66%
Labor Force Participation	67%	***	73%
Unemployment Rate	7%	***	9%
% Female Headed Households	15%	***	24%
% 25 Y-Olds w/High Sch. Ed. or More	84%	***	62%
% of Homeowners	61%	***	44%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	1,475,421	130,550	232,795	108,695	1,947,461
Percentage of the Total	76%	7%	12%	6%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1980,1981

San Francisco 1989

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$43,000	$29,389	$29,000
Median Weekly Individual Earnings	$442	$365	$323
% Persons Below Poverty Level	6%	21%	17%
Population Employment Ratio	65%	57%	64%
Labor Force Participation	67%	63%	69%
Unemployment Rate	3%	9%	8%
% Female Headed Households	14%	39%	20%
% 25 Y-Olds w/High Sch. Ed. or More	92%	79%	64%
% of Homeowners	60%	33%	36%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	3,734,845	389,203	775,655	1,022,880	5,922,583
Percentage of the Total	63%	7%	13%	17%	100%

Consolidated Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1987,1988,1989

San Francisco 1980

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$27,047	$18,100	$20,035
Median Weekly Individual Earnings	$288	$236	$231
% Persons Below Poverty Level	6%	19%	16%
Population Employment Ratio	63%	57%	61%
Labor Force Participation	67%	63%	67%
Unemployment Rate	5%	10%	9%
% Female Headed Households	15%	55%	25%
% 25 Y-Olds w/High Sch. Ed. or More	85%	69%	64%
% of Homeowners	64%	46%	51%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	3,308,804	446,658	432,954	469,625	4,658,041
Percentage of the Total	71%	10%	9%	10%	100%

Consolidated Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1980,1981

Phoenix 1989

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$34,950	$20,136	$23,000
Median Weekly Individual Earnings	$360	$269	$258
% Persons Below Poverty Level	8%	26%	23%
Population Employment Ratio	62%	61%	61%
Labor Force Participation	65%	69%	65%
Unemployment Rate	3%	12%	8%
% Female Headed Households	12%	39%	15%
% 25 Y-Olds w/High Sch. Ed. or More	90%	81%	45%
% of Homeowners	69%	29%	58%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	1,712,756	55,941	334,644	29,917	2,133,258
Percentage of the Total	80%	3%	16%	1%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1987,1988,1989

San Antonio 1989

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$33,200	***	$16,000
Median Weekly Individual Earnings	$346	***	$212
% Persons Below Poverty Level	8%	***	34%
Population Employment Ratio	60%	***	51%
Labor Force Participation	62%	***	58%
Unemployment Rate	4%	***	12%
% Female Headed Households	12%	***	21%
% 25 Y-Olds w/High Sch. Ed. or More	82%	***	45%
% of Homeowners	67%	***	49%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	481,879	53,193	682,976	16,835	1,234,883
Percentage of the Total	39%	4%	55%	1%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1980,1981

McAllen 1989

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	***	***	$20,710
Median Weekly Individual Earnings	***	***	$212
% Persons Below Poverty Level	***	***	39%
Population Employment Ratio	***	***	58%
Labor Force Participation	***	***	61%
Unemployment Rate	***	***	6%
% Female Headed Households	***	***	17%
% 25 Y-Olds w/High Sch. Ed. or More	***	***	51%
% of Homeowners	***	***	80%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	50,939	0	345,722	0	396,661
Percentage of the Total	13%	0%	87%	0%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1987,1988,1989

El Paso 1989

Indicator	White Non Hispanic	Black Non Hispanic	Hispanic
Median Family Income	$33,700	***	$15,075
Median Weekly Individual Earnings	$313	***	$212
% Persons Below Poverty Level	11%	***	43%
Population Employment Ratio	65%	***	48%
Labor Force Participation	67%	***	54%
Unemployment Rate	3%	***	12%
% Female Headed Households	17%	***	27%
% 25 Y-Olds w/High Sch. Ed. or More	95%	***	51%
% of Homeowners	47%	***	53%

Population	White Non Hispanic	Black Non Hispanic	Hispanic	Other Non Hispanic	Total
Numbers of Individuals	128,883	71,820	495,782	19,799	716,284
Percentage of the Total	18%	10%	69%	3%	100%

Primary Metropolitan Statistical Area
Source: Decision Demographics, Current Population Survey, March, 1980,1981

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